

Periodical

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FEB 28 2007

MERCHANTS RECORD AND SHOW WINDOW



Ye Olde Time Store

CHICAGO



Norwich Fixtures

The Fixture of Satisfaction. There's a Reason.
Visit our exhibit—Section No. 31—at the Window Trimmers Convention
And see why. Send for Our Catalog, and see what's new.

NEW YORK
712 Broadway

The Norwich Nickel & Brass Co.
Norwich, Conn.

BOSTON
26 Kingston St.



Main Floor—Siegel, Cooper & Co., Chicago. DAYLIGHTED BY LUXFER TRANSOMS.
Showing the Inflow of NATURAL DAYLIGHT.

Lighten Your Store AND YOUR Artificial Light Bills WITH LUXFER PRISMS

The above illustration tells the story—it proves it. It shows how good stores are solving bad light problems. It brings out the need for LUXFER to your problem; not merely as an ornamental, but a useful feature to your progress.

LUXFER produces DAYLIGHT where needed, thereby increasing the sales places and reducing the light bills—it's an economy at both ends.

If you value the comfort of your customers, the health of your employes and the many admitted commercial advantages of NATURAL DAYLIGHT, don't wait another day—write TODAY for our book "Luxfer Daylighting"—free on request.

What we can do for your store, we can also accomplish for your basement with our Luxfer Sidewalk Lights.

AMERICAN Luxfer Prism COMPANY

Chicago—Heyworth Bldg.
Boston—40 Federal Street
Cleveland—419-20 Citizens' Bldg.
Baltimore—312 Equitable Bldg.
Duluth—108 W. Michigan Street

Indianapolis—7 East Market St.
Kansas City—348 N. Y. Life Bldg.
Milwaukee—Stroh Bldg.
New York—527 West Broadway

New Orleans—904 Hennen Bldg.
Philadelphia—411 Walnut Street
Rochester—38 Exchange Street
St. Paul—615 Ryan Bldg.

Minneapolis—507 Andrus Bldg.
Dallas—Builders' Exchange
San Francisco—445-47 Turk Street
Los Angeles—923 S. Main Street

FEB 12 1915

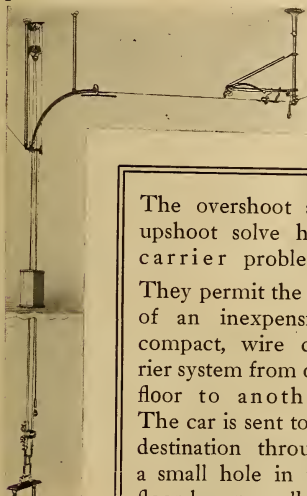
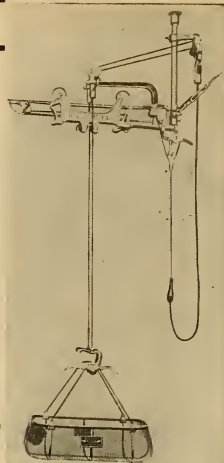
Bound
Periodical 157237

Why Lose Customers,

Valuable Time, and waste the energy of your salespeople by the old method of running back and forth with cash and package when this waste and loss of cus-

tomers can be eliminated by the installation of the most modern (tried and true)

Showing
Sales—
Station of
Our No. 17
with
Basket
Lowered
to Receive
Goods
and Cash



No. 22
Overshoot

No. 23
Upshoot



Ask those who use the Baldwin System

The overshoot and upshoot solve hard carrier problems.

They permit the use of an inexpensive, compact, wire carrier system from one floor to another. The car is sent to its destination through a small hole in the floor by one pull.

By adopting these carriers, you can put cash carrier service on your second or third floors or basement in departments that you have thought impossible to serve without expensive systems.

You can use them once or a hundred times a day with no expense for power.

Baldwin Flyer Cash and Package Carriers

They will give quickest possible service and are noiseless, sure and safe. Neat and handsome in appearance. Make your old carriers help pay for a new, modern system—ask us how. You have to live with a system—get hitched up to one that you can depend on—A BALDWIN FLYER. Investigate and see for yourself. We challenge comparison, even to the most minute detail.

I Want You To Judge The Flyer

For yourself on its own merits. See it yourself and be your own judge. In order to make this easy for you, we will ship you one station or any number of stations of *The Flyer* Cash Carrier on thirty (30) days' free trial and if not entirely satisfactory ship back at our expense.

Baldwin Flyers are the result of twenty years' experience. Send us a diagram of your store to-day, showing about the number of stations desired and we will quote price on a complete system. If you want the best that skill, experience and money can produce, see us before you buy.

It will pay you to write for catalog

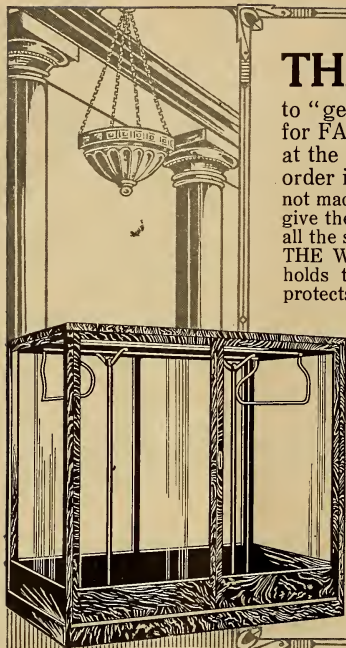
James L. Baldwin Carrier Co.
352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station

SAN FRANCISCO, CAL.
Office
Room 125 Hansford Block

LOUISVILLE, KY.
Office
1409 Inter-Southern Building





THIS IS THE RIGHT TIME

to "get busy" and place your order for your new cabinets for FALL installation. You know the usual rush and delay at the time of the "Fall Openings." It is better to get your order in early and decidedly more profitable. If you have not made up your mind in regard to revolving cabinets you should give the matter serious thought; there must "be something in it" or all the stores that are putting in WELCH cabinets would not do so. THE WELCH SYSTEM does several important things for you. It holds the old and gets new trade; it reduces selling costs and protects your goods.

THE WELCH SYSTEM

We can give you cabinets for both men's apparel and for women's apparel. Wall cabinets or single floor cabinets. Special cabinets for Hats, for Tailors' Shops, etc. On account of standardized designs the cost will probably be less than you expect. Why not make a study of this proposition now, and put in those new cabinets THIS Fall.

We want you to have a copy of our big catalogue even though you do not intend to buy now. It will help you to keep posted as to what is being done in your line. We have some conveniently located show-rooms and you should step in some day and see the actual cabinets. You will be just as welcome even though you are only a "looker."

THE WELCH MFG. CO.

Chicago, 233 W. Jackson Blvd. Boston, 21 Columbia St. Pittsburgh, House Bldg.
Minneapolis, Kasota Building. New York, 732 Broadway
St. Louis, 1118 Washington Ave. San Francisco, 1109 Mission St.

Grand Rapids, Mich.

Made In Grand Rapids



The "STORE BEAUTIFUL" is The "STORE PROSPEROUS." This is true in all lines—but especially so in apparel lines. Fine Fixtures are the best kind of an investment and are "business producers" all out of proportion to their cost. Because of big factory production, standardized designs, and years of experience,

THE Wilmarth LINE

offers you the best to be had, at a very reasonable price. We can furnish you with a complete outfit or single case specially designed for the particular use to which they will be put. We are adding valuable new ideas constantly and you should have our catalogue.

WILMARTH SHOW CASE CO.

1524 Jefferson Avenue

GRAND RAPIDS, MICH.

NEW YORK—713 Broadway
BOSTON—21 Columbia St.
PITTSBURGH—House Bldg.
TAMPA—315 Tampa St.

CHICAGO—233 W. Jackson Blvd.
ST. LOUIS—1118 Washington Ave.
MINNEAPOLIS—Kasota Bldg.
SAN FRANCISCO—515 Market St.

Made In Grand Rapids



Here
Are
Those
Shelves

Baine's Adjustable Shelf Brackets

Produce a system of shelving as illustrated herewith. Adapted to almost any goods.

NOTE the long continuous and straight line of shelving with absolutely no obstructions, also observe, please, that each shelf is adjustable.

Send for Full Particulars.

100 Per Cent for Appearance
30 Per Cent More Capacity

PIQUA BRACKET CO. Piqua OHIO

Zouri Business-Producing Fronts Get the Business



THE ABOVE IS A reproduction from an actual photograph and shows exactly what a new Zouri Front will do for any store—possibly your store. Back of the Zouri set Plate Glass front is a prosperous business;—the other store, with its old fashioned front is vacant—non-productive—practically unrentable—there is nothing about it to attract.

Why Not Learn Why

Zouri ← SAFETY & BURGLAR-PROOF
SETTING FOR PLATE GLASS → **Is The Best**

OPERATING UNDER MURNANE AND MARR PATENTS

Our Service Department is at your command.
An inquiry does not obligate you—therefore we
suggest that you write—to-day—

Zouri Drawn Metals Company

223-243 W. SCHILLER STREET

:

:

:

CHICAGO, ILL.

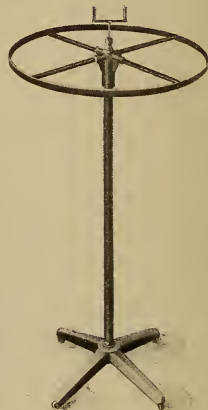
Bradford's Wax Figure Cleaning Outfit and Book



Will Last a Business Lifetime
Outfit and Book **\$5.00**
Complete . . .

This is the only outfit on the market giving you the real oil finish as used in the factory, and includes Tint Brush, Oil Brush, Cleaning Brush, Powder Brush, Lip and Eye Brush, French Finish Brush, Finishing Oil, Alcohol Lamp, Four Tubes of Oil Tint, Finishing Powder and Bradford's Wax Figure Book.

This book is the most complete and concise ever written on the care of wax figures. The information it contains is worth \$50.00 to any merchant or window trimmer. The matter of repairs is treated thoroughly, giving full and complete directions for replacing hair and all broken or damaged parts.



No. 1149

The R & H Revolving Garment Reel

Circle 30 Inches in Diameter Revolves on Hardened Steel Ball Bearing

Carried in Stock Finished in Oxidized Copper

52 inches high for
Short Garments
\$7.50 each

66 inches high
\$8.50 each

72 inches high for
Long Dresses
\$9.50 each

With Extensible
Standard
\$10.00 each

The Reflector and Hardware Spec. Mfg. Co.

Western Ave. and 22nd Place

CHICAGO

COMPO-BOARD *for* WINDOW BACKGROUNDS PARADES, FLOATS, ETC.



COMPO-BOARD ARTISTICALLY USED IN WINDOWS OF THE AUERBACH CO., SALT LAKE CITY, UTAH.

SAMPLE AND BOOK FREE. TELLS IN AN INTERESTING WAY ALL ABOUT THIS MODERN WALL BOARD

Northwestern Compo-Board Co., MINNEAPOLIS, MINN.

1404 Lyndale Ave., No.

Good Window Lighting

Is as important to the window trimmer as is the proper hanging of his picture to the painter. As the improper hanging of a beautiful painting will work to its disadvantage, so will improper lighting ruin your most artistic creations. Exposed lights; the wrong location of the light source, shadowing the front of your drapes and forms; the use of searchlights, concentrating the light into small areas and causing spotted effects throughout the window; hilations on the backwall, caused by the improper design of the reflector, reflecting light into the eyes of the public,—all of these defects of lighting greatly mar the beauty and effectiveness of your trim.

The installation of the proper system, directing all of the light on to the trim from the proper direction, and flooding the entire line of trim with a well-distributed light, will enhance the effectiveness of your trim, and largely help "put across" the object of all window trimming—the creation of the buying desire in the mind of the public. For this purpose



Made of one piece of glass, heavily silver-plated, adjustable, correctly designed to give best results.

"Pittsburgh" Window Reflectors will prove your most efficient aids

SEE MODEL STORE FRONT, EVERYTHING FOR THE SHOW WINDOW

Booths 28-29 N. A. W. T. of A. Convention Hall, Chicago

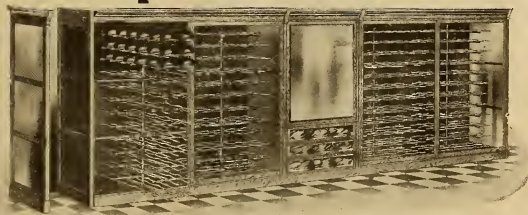
Chicago Representative:
Frederick A. Watkins,
565 W. Washington Street.

Pittsburgh Reflector & Illuminating Company
3117-3119 Penn Avenue, Pittsburgh, Pa.

Want to sell more Hats?

—Of course you do. There's a comfortable, steady trade in Hats—and to be known as the best hatter in town is an 18-karat asset.

But to sell Hats—loads of them—your Display Case must be as snappy, nobby, and up-to-date as the Hats themselves. If your customers see you perform the juggling act with a high stack of hat boxes, they will come pretty near concluding your stock is as old as your methods of showing it. Take a glance at this picture of the new



Illinois Hat Cabinets

"their superiority is so apparent"

**Price
Lower**

We consider "price" secondary to QUALITY—and so should you. But a dollar is a dollar and the RESULT of our economical system of receiving your order DIRECT BY MAIL (we have no salesmen) means that we can quote you LOWER PRICES on these SUPERIOR cases than you can get elsewhere.

COMBINE SERVICE AND BEAUTY. The "Illinois" is built for Service as well as Beauty. It has maximum capacity and only 31 inches deep; also several new patented improvements.

THE ILLINOIS "HUMP" is an exclusive advantage—holding the hats (even straw hats) firmly on rack, no matter how quickly it is turned.

THE REVOLVING RACK has 12 nickel-plated tiers of rods in each section. These move forward at the slightest touch and then turn around. Every hat is instantly get-at-able.

ABSOLUTE GUARANTEE. Illinois cases are and always have been unconditionally GUARANTEED to satisfy you in EVERY WAY—or your money back.

COURTEOUS, PROMPT SERVICE. We have no salesmen, so send your orders direct to us by mail. You will be taken care of in the way you like.

HEED THAT INCLINATION. If you are interested NOW, or ever expect to be, HEED THAT INCLINATION and write us NOW for full particulars.

Catalog on Request

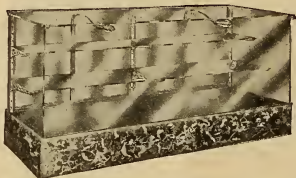
Illinois Show Case Works

1735-43 N. Ashland Avenue

CHICAGO, ILL.

Give Your Goods a Show

in the



Quincy Special Cases

"Built for Business"

Bring out all the good points of your merchandise! Impress upon the buyer its superb quality and good value.

A Quincy Special

does this perfectly. The QUINCY line of show cases has been the standard for years. Made in every style for every need. Best quarter sawed oak, French plate glass and finest hardware. The Iron Clad Guarantee back of every case protects you.

Write today for catalog of complete line of display fixtures that "sell the goods."

Quincy Show Case Works QUINCY, ILLINOIS

CHICAGO, Jackson Blvd. and Franklin St.
DALLAS, TEX. 907 Commerce St.
WICHITA, KANS., 301 Beacon Building.
PITTSBURGH, PA. 917 Liberty St.
JACKSONVILLE, FLA., 20-28 Julia St.

LAMSON



Lamson Service means more than the simple Cash or Parcel Carrier. It means that Lamson men and methods get down to the fundamentals of the merchant's relation to his customer. Lamson Carriers deliver Service that spells reduced "overhead expense." Service that cuts out "Red Tape." Service that insures instant centralization of all transactions whether they be "take," "send," "cash" or "charge." Ask Your Neighbor!

Wire, Cable, Tube, Belt and Pick-up Carriers

The LAMSON COMPANY, Boston, U.S.A.

Representatives in all principal cities

SERVICE

Milbradt Rolling Ladders

"The Only Way"

**For Rapidity
Efficiency
Safety
Economy**

Has every other system
beaten to death

Milbradt Rolling Step Ladders

Have been in demand for twenty-five years and are used in the leading stores throughout the country.

All ladders subject to approval and satisfaction guaranteed.

Send for
Descriptive Catalog

Milbradt Mfg. Co. 1443 N. 8th St.
ST. LOUIS MO.

Make Your Show Windows Sell More Goods

No matter how artistic your creations may be, they will not attract the attention they deserve if you display them in poorly lighted windows and show cases.

A dingy window hurts your prestige. A "glaring" window creates harsh shadows—renders false color-values—and actually repels prospective customers by its annoying brilliance.

You can overcome these objectionable features and sell more goods by using the

Frink and J-M Linolite Systems of Lighting

More than 25,000 up-to-date merchants in this country alone are getting better illumination, and saving money in reduced current consumption, by this system.

The Frink and J-M Linolite System consists of long, tubular incandescent lamps only 1-inch in diameter and nearly a foot long, placed end to end in Frink Reflectors, producing a continuous line of light. The effect is an evenly diffused illumination over the entire area to be lighted. Every detail of the goods is clearly defined. And there are no disagreeable spots and reflections. These reflectors are made for linolite or standard base lamps.

Our nearest Branch will gladly submit plans and estimates for remodeling your lighting system. No obligation on your part.

Write today for Booklet No. 410.

H. W. Johns-Manville Co.

Sole Selling Agents for Frink Products

Albany
Baltimore
Boston

Buffalo
Chicago
Cincinnati

Cleveland
Dallas
Detroit

Indianapolis
Kansas City
Los Angeles

Louisville
Milwaukee
Minneapolis

New Orleans
New York
Omaha

Philadelphia
Pittsburgh
San Francisco

Seattle
St. Louis
Syracuse

THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED, Toronto, Montreal, Winnipeg, Vancouver

1961



Show Window, Saks & Co., New York
Lighted with Frink and J-M Linolite Systems

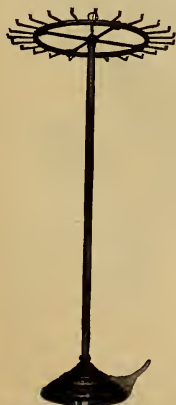
Is Yours A Hugh Lyons Store?

We mean by that—do you use and appreciate this well known and standard line of store fixtures and equipment of all kinds—many merchants located in all parts of this big country started business with our display and other fixtures. It is almost impossible to convince our old or new customers that some other fixtures are "just as good."

All merchants and window trimmers attending the Convention and Trade Exposition at the Auditorium Hotel, Chicago, August 4th to 7th, are extended a most cordial invitation to visit our booth No. 24.

Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, etc.

Write for Catalogues and Prices



No. 710
Revolving Belt Stand



No. 778
Tie Displayer



Hat Stand
Attachment

Hugh Lyons and Co., Lansing, Mich.

New York Salesroom, 686 Broadway — Chicago Salesroom, 313 Jackson Blvd.

Welcome to Our City—BOYS

Welcome! Welcome! Welcome!—Boys. Glad to see you in Chicago on Aug. 4, 5, 6 and 7th. We will be in spaces 5 and 6 at the Big Show and we will have a display that will make the crowds sit up and take real notice. Mr. D. A. Polay will be "on-the-job" personally to meet the boys. He will demonstrate with mdse. and elaborate new fixtures, his unique ideas that have set merchants talking from ocean to ocean. Especial exhibit of Polay's latest Gold and Silver fixtures—the furore of the Mens' wear world.

We will present every trimmer and every merchant with a copy of our new 32-page catalogue containing scores of stunning window trims and intensely interesting window display ideas. Be sure to get a copy. We will also distribute our latest Wonder Set bulletins. A real "Knock-Out"—Get a copy. This Big Show will give us a chance to show the trimmers of America some REAL clever stunts that "get-the-money."

Remember—spaces 5 and 6 will be the place where the BIG NOISE in the fixture game will hold forth. Come in. Get together. Let's talk it over. Selling mdse. WILL NOT be our aim. We want to know you all. We want you all to know us. Meet Mr. S. J. Wolf and Mr. D. A. Polay personally. The Model Form Co. will exhibit with us. You'll see stunts that will enthuse you. You are in for a real surprise party. Don't forget spaces 5 and 6 at the Big Doings on Aug. 4, 5, 6 and 7.

POLAY FIXTURE SERVICE—CHICAGO

D. A. POLAY

Offices and Display Rooms, 612 Medinah Bldg., Chicago

S. J. WOLF

No. 5287. Originally designed for a fall opening of Marshall Field & Co. A beautiful decoration for a large mirror background or also velvet or wood. Roses are our special Rice Crepe material in fine shades of either pink, tea or old rose, leaves in autumn colors, may also be had in green. Size of festoon, 34 inches long. The roses are absolutely lifelike.

Each.....	No. 5290. Same Festoon as 5287, but made of chrysanthemums and foliage, as used in 5289.	Each.....	Per dozen.....
		\$2.50	\$25.00
		\$2.40	\$24.00

One of Many Designs for Fall

Every Window Trimmer Is Invited to Make
Our Place Their Headquarters While in
Chicago.

DOUBLE FESTOON

Our Catalogue
Illustrated in
Colors

We Supply the Leading
and Largest Stores of
America Such as Mar-
shall Field & Co., Chas.
A. Stevens & Co., Mandel
Bros., Etc.

L. Baumann & Co.

Largest Importers and Manufacturers

357-359 W. Chicago Ave.
CHICAGO

Meet Us In Chicago

We extend to every window dresser a cordial invitation to make the Offices of the Botanical Decorating Company his headquarters during the coming convention of the N. A. W. T. of A. in Chicago. Have your mail addressed to you in our care and make use of us in any other way you can.

We are always glad to see any of the boys and we have made special preparation to entertain the hundreds of decorators who will be here during the big meeting.

The coming convention will be the greatest meeting of window dressers that has ever taken place, and no matter how far away he may be situated, it will pay any live window dresser to come to Chicago.

We have made great preparation for this big event and will have on exhibition the largest and finest line of flowers and other decorative materials ever shown. We have always had a fine line of this class of goods but this season we have excelled all of our past efforts. You will be convinced of this when you come to Chicago.

Prizes in Gold

We are offering two prizes to be awarded at the convention. For the Best Window Display of any kind, **\$15.00 in Gold**. For the Second Best Window Display of any kind, **\$10.00 in Gold**. These prizes are open to everyone without restrictions of any kind and the awards will be made by the regular committee of the association.

In the meantime, if you are in need of any kind of flowers or other decorative materials, let us send you our fine catalogue showing the goods in their natural colors. A postal will bring it.

Be sure to make your headquarters with us during the convention.

The Botanical Decorating Co., 504 S. Fifth Ave.
CHICAGO

YOU MUST SHOW OFF

Your merchandise in such a way as to tempt your customer to buy. The selling features of your goods must catch the eye and make the impression linger—that's the secret of successful display that can only be made with proper fixtures.

Frankel's Life-like Wax Figures

have a most human facial expression—they are made of a special mineral wax and are guaranteed not to crack, droop or melt on account of heat or cold.

Frankel Forms are made from the same moulds as our famous manufacturers' models insuring up-to-the-minute design and absolutely correct shapes.

We have a special mail order department. Send for our descriptive folders and prices.

FRANKEL DISPLAY FIXTURE COMPANY

Makers of "The Best Only"

*Display Fixtures, Forms, Wax Figures
and Store Requisites*

733-735 Broadway, New York
Boston Office: 51 Bedford Street



\$100 IN

Window Trimmers Everywhere! Here are some prizes worth winning—

In order to encourage artistic parade decorating, we have offered two splendid loving cups, valued at \$50.00 each, to be awarded for the best decorated automobile and float entered in the Prize Contest of the National Association of Window Trimmers of America, to be held in Chicago, August 4, 5, 6 and 7.

These handsome cups will be beautifully engraved with the names of the winners and they will be well worth winning. Everyone is welcome to enter the contest for these valuable trophies. The conditions are very simple—read them.

Prize "A"

For the most artistically decorated automobile entered in the contest of the N. A. W. T. of A. at the Chicago Convention, we will give a beautifully engraved

Loving Cup

Valued at \$50.00

The only condition is that decorative sheeting shall be used in trimming the car.



Joseph Schack, who has introduced more new ideas into the Artificial Flower business than all other dealers combined.

Prize "B"

For the most artistically decorated float entered in the contest of the N. A. W. T. of A. at the Chicago Convention, we will give a beautifully engraved

Loving Cup

Valued at \$50.00

The only condition is that decorative sheeting shall be used in trimming the car.

The regular N. A. W. T. of A. Rules governing prize awards, with instructions from Mr. Joseph Schack, will apply in deciding the winners of these cups. Enter your photographs.

Our Booth at the Convention

Our display at the convention next August will be the finest display of its kind that has ever been made. We have taken four sections and this space will be filled with the latest products of our big factory. Here you will find many new and novel ideas in flowers, shades and other decorative specialties for your fall windows.

We want you to come to the convention and compare our goods with those of other dealers. You will find that you can more than save the expenses of your trip through buying your fall decorations from us. We have never had so great a variety nor so fine a line to select from as we offer this season. Visit the convention; have a fine time and make money doing it. We will show you how.

Telephone Humboldt 304 Connects with all departments

The Schack Artificial Flower Co., 1739-1741 Milwaukee Avenue,
CHICAGO

PRIZES

One of the most interesting features of the big Chicago Convention will be our fine new display room.

We have taken 5,000 square feet of additional floor space which has been fitted up with full size, model show windows. These windows are beautifully decorated with flowers suitable to every season. Here you can see our latest designs just as they would appear in your own windows. Our special artist is always on hand to work out any design you may wish with any flower. Without doubt this is the finest display room of its kind in existence. It is another Original Schack Idea to display flowers and other decorative materials in model windows. We believe that every decorator will appreciate the advantage of selecting his materials under these favorable circumstances. Our splendid show room alone is worth making a trip to Chicago to see.

Floral Parade Book

If you haven't received a copy of "Schack's Floral Parade Book," we will be glad to send you one for the asking. It is the largest and most complete book ever published on the subject of Floral Parades. It has 300 fine illustrations of decorated autos and floats and contains many practical suggestions for organizing parades and doing the decorating. This book is worth many dollars to any one who has parade decorating to do. Your name on a postal will bring you this valuable book free.



This is **Excello**, Patented May 9, 1911, No. 992068, the original floral sheeting invented by Jos. Schack. All others are imitations.

Flowers for Fall

The best thing for you to do is to come to Chicago and look over our splendid line of decorations for fall. If you can't do that, the next best thing will be to look over our fine new catalogue of Fall flowers. This big book of information for the decorator will be out July 20 and we will be glad to mail it to you if you will send us your name.

All we ask is a fair comparison of our goods and prices with those of any other dealer.

Visit Our Display Rooms Whenever You Are in Chicago

It will pay you to come out to see us whenever you are in town—and you will be welcome whether you are in the market for flowers or not. We are always glad to have visitors because we are proud of our display room and we are doubly proud of the fine line of goods we have to show. You will find a hearty welcome awaiting you any time you happen to call and you are also sure to find something new and interesting in the decorating line.

It only takes from 20 to 25 minutes to get to our factory, and, if you are in the market for artificial flowers, you will make a dollar a minute on your trip out here. Here are the ways to reach our display room and factory:

By Elevated—Take Metropolitan Elevated at any Loop station, using Logan Square or Humboldt Park train. Get off at Robey St. Station and walk two blocks west. Time—20 minutes.

By Surface Cars—Take Milwaukee Ave. car at State and Madison Sts., or Armitage Ave. car at State and Washington Sts. Either will take you to our doors in 25 minutes.

The Schack Artificial Flower Co., 1739-1741 Milwaukee Avenue,
CHICAGO

The New Window Trimming Course

prepared for the International Correspondence Schools by George E. MacFaddin, the well-known authority on window trimming and mercantile decoration, is replete with practical ideas for the person who desires to become a successful window trimmer.

Besides being clearly written, the Course contains several hundred illustrations that make the displaying of all lines of merchandise easily learned. Charts, diagrams, colored illustrations, and other special and new ideas in illustrating are used to make clear the formation of units, groupings, and displays.

The part relating to dress goods draping is thorough. It tells the student how to proceed from the making of common and attractive folds and drapings on stands to the making of elaborate drapes on waist, skirt, and full forms. All illustrations of drapes are marked with arrows, which aid the student in following the ideas contained in the text. Over 200 drapes, both artistic and practical, are taught and illustrated. Many of the illustrations are in colors, which bring out excellent ideas and color effects and combinations for the successful displaying of dress goods.

Our New Course in Window Trimming is indorsed by the leading window trimmers of the United States and is taught under the personal direction of George E. MacFaddin, who is principal of the I.C.S. School of Window Trimming and Mercantile Decoration.



One of More than 200 Artistic Drapes Taught in the Course.

No man who wants to become an expert window dresser can afford to depend upon the slow and expensive school of experience. He might experiment for months on a theory that other men had long before proved impractical.

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Telephone Expert
Mechanical Engineer
Mechanical Drafts.
Machine Designer
Civil Engineer
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MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

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JULY, 1913

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THE STATUS OF THE DECORATOR

THE WINDOW DRESSER FOR THE MODERN BIG STORE IS
AN IMPORTANT FACTOR IN THE SUCCESS OF THE
BUSINESS AND IF HE IS THE RIGHT KIND OF
MAN HE RECEIVES THE CREDIT DUE HIM

Arthur W. Lindblom

With New England Furniture & Carpet Co., Minneapolis

EDITOR'S NOTE:—In our April issue on page 52, there appeared an article by Samuel Friedman of Birmingham, Ala., under the heading "What's the Matter?" In his article Mr. Friedman took a pessimistic view of the window dresser's standing in the business world and quoted a number of interviews with merchants tending to support his position. This article brought forth a great many letters to the editor, in which the writers invariably disagreed with Mr. Friedman. Owing to a lack of space we have been unable to publish the replies to Mr. Friedman, but they will appear later. The following article from Mr. Lindblom takes an entirely different position as to the window dresser's standing. What he has to say on the subject is well worth considering because of the very sensible views expressed. It is doubly interesting because of Mr. Lindblom's high standing in the window dressing world.

POSSIBLY, in the early years of window dressing, there may have been some doubt as to the position of the store decorator in the business world. If that is true, the time has long gone by. The window dresser of today is a most important cog in the wheel of retail business, and he is recognized as such. Each year the immense selling value of the show window is recognized more generally and as this appreciation increases, the standing and importance of the decorator increases in proportion. Today there are twice as many window dressers holding good positions as there were ten years ago. The number will increase each year.

The standing of the window dresser of the present time is as well defined as that of the advertising man or the merchandise manager. In other words, he is indispensable. No modern merchant would try to

get along without window displays any more than they would cut out the newspaper advertising. In fact there is a constant rivalry among the better class of stores as to their show windows—each one trying to do a little better than the other. As a result, the demand for top-notch men is greater than the supply. The decorator's stock is going up and it will continue to go up for many years to come. The scope of his work is broadening every day and new opportunities are developing.

The decorator is, himself alone, responsible for the enviable position in which he finds himself today. Improvements in other branches of merchandising have come about largely through natural evolution and because of improved conditions that apply to the world at large. Improved shipping facilities, easy and rapid transportation, the telephone, telegraph, a rapidly growing population, newspapers, and many other outside influences have contributed toward the improvement of merchandising methods. The wonderful improvement that has taken place in window display, on the other hand, has come entirely from within. Every step in advancement has been due to the window dresser himself. He has studied and worked, always with one end in view—improvement. The window dresser's facilities today are far better than they were a few years ago—because he himself has made them better. He has invented practically every fixture that is now in use to display merchandise. His methods are better than they ever were before because he himself has made them better—there was no one to show him how to make better displays; he had to study that out himself. Every obstacle that has been encountered, and there have been many of them, has been overcome through the decorator's ingenuity and perseverance.

Possibly the greatest obstacle that the average window dresser had to contend with has been that which came from the merchant himself. Only a few

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years ago the average merchant was most stubbornly opposed to spending more than the most meager sum upon his windows. It was up to the window dresser to prove by actual demonstration in dollars and cents that it pays to buy fixtures and materials for the windows. This was not easy to do but the window dresser did it. Then the decorator had to prove that a few articles intelligently displayed would sell more goods than a window crowded from floor to ceiling with miscellaneous merchandise. This also was a difficult task but the trimmer made good on it. The window man in the progressive big store now has things much his own way. He can spend any reasonable amount for fixtures and has a liberal allowance for decorating. He is the sole judge of how goods shall be displayed. But this recognition has come only after a hard fight in which the decorator has had to prove himself to be right in every detail.

For these reasons the window dresser surely is deserving of a good deal of credit for advancing as far as he has. If window dressers as a class were not conscientious, hard working, and above all, enthusiastic, window display would be far different from what it is in 1913. Considering all these things and knowing from long experience and close observation that they are facts, one naturally resents the unfounded and altogether unjust attacks that are sometimes made upon window trimmers as a class—attacks that can arise only from ignorance or prejudice. In years gone by we have all heard window dressers referred to as a drunken, irresponsible, lazy lot. Occasionally we hear it now but not so often. This matter was handled in a somewhat pessimistic strain by a writer in the April issue of this journal. It is not a pleasant subject but having been started, it should not be dropped as Mr. Friedman dropped it.

Everyone who has had an opportunity to observe and with sufficient judgment to form an accurate opinion knows beyond doubt that the modern window dresser as a class is essentially a hard working, conscientious enthusiast, wholly wrapped up in his work. It is doubtful if any class of men can be found who are more in earnest about their calling or who take more pride in their achievements. The average window dresser of today is a serious minded, dependable worker with endless ambition to do better tomorrow than he is doing today. It is this characteristic quality that has placed window display where it is. And that is the view that most merchants take of the men who trim their windows.

Even in the old days window dressers as a class were never other than the responsible, hard workers they now are. If they had the reputation (among a few) of being shiftless and irresponsible, this reputation was earned for the whole fraternity by a very few men—possibly half a dozen. Fifteen or twenty years ago there were far fewer trimmers than there are now, just as there were fewer stores to employ them. Some

few of these trimmers were everything that the average trimmer is not, so far as their dependability went. And it was this handful of men who made the reputation for a whole class. They would go from store to store and from city to city, never staying more than a few weeks in one place and always leaving behind an unsavory reputation. One of these men could hold many positions in the course of a year and do a corresponding amount of harm to window dressers as a class. There are today a few, fortunately very few, window dressers who pursue much the same tactics, but these have little influence on the reputation of window dressers in general for the merchant has learned by experience that the rank and file of the craft compare favorably with department heads, advertising men or any other class of store workers.

During a somewhat extended experience in window work I have known personally only two or three window dressers who might come under the category of "drunken and irresponsible." On the contrary I know hundreds who are altogether reliable and steady and I dare say that this has been the experience of most of us. It is my honest conviction that compared as a class with doctors, lawyers, or even ministers, window dressers will hold their own as conscientious, earnest workers. I do not say this because I am a window dresser, but because I know window dressers in general. For every irresponsible window trimmer I have met, I have known dozens who have worked from ten to twenty years, some even longer, in the same place. Of course the silly talk about window trimmers being "irresponsible" can not hurt them as their reputation is too well established for that, and this letter is intended in no sense as a "defense," for that is not needed. What the window dresser has accomplished and what he is accomplishing every day is in itself a defense against anything that might be said against him. Still this canard has been going the rounds for years and it is a rank injustice to window trimmers in general. The only remedy is to call the statement whenever it is made—and call it hard. If any one is in doubt as to the class of men who trim the windows of the stores of the United States, let him come to the convention of the N. A. W. T. of A. next month and look the crowd over. He will find as clean cut and businesslike looking bunch of young fellows as ever attended any kind of meeting. Taken all the way through the window dressers are a crowd to be proud of. I at least am proud to be one. They are men who do things and their work has made a tremendous showing in the retail business of the world.

× ×

IN RECENT advertisements of Strawbridge & Clothier of Philadelphia, a section has been set aside under the big type heading "Unusual." Only very special values are listed in this section.

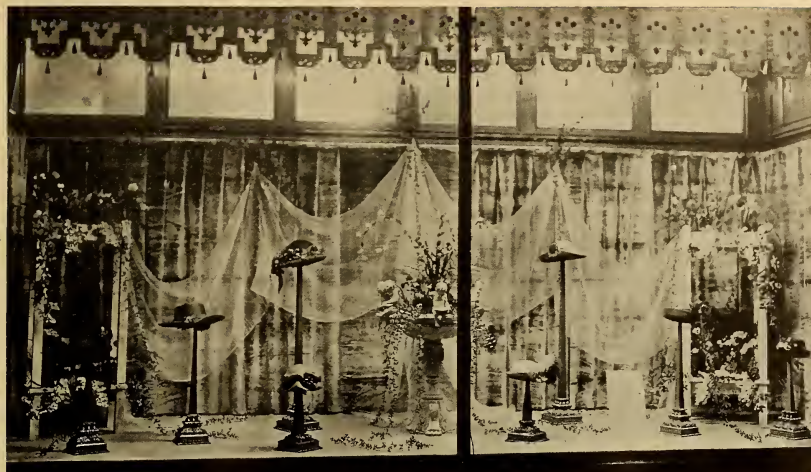


Plate No. 7332. Millinery Display by J. M. W. Yost for Penn Traffic Co., Johnstown, Pa.

Here is an unusually attractive setting. The background and floor were old rose velour and the hat stands were finished in old gold. The framework and the vase were painted a delicate pink. Lavender chiffon was used for the

draping. Most of the flowers used were yellow. Around the upper edge of the fountain was a set of musical cupids—one of them playing a mandolin and the others in characteristic attitudes. Only eight hats were shown.



Plate No. 7333. Dress Goods Display by J. M. W. Yost for Penn Traffic Co., Johnstown, Pa.

Crepe meteor, brocaded charmeuse and figured marquisesettes were shown in this window. The background and floor were velour in an old rose shade. At each end was a floral

unit and in the middle was an ornamental fountain. The two drapes were made over high metal stands having curved tops. The figure was draped without cutting the material.



Plate No. 7334. An Interior Anniversary Display by Boggs & Buhl, Pittsburgh, Pa.

This interior display was a feature of the forty-fourth anniversary of this store. The gowns and other articles of apparel shown in the picture represent those handled by Boggs & Buhl when they inaugurated their business forty-four years ago. The whole setting was carried out with the utmost fidelity—every detail was correct. The carpet on the floor as well as the round mats were of the old-fashioned home-made style of half a century ago. The furniture was

of the same date. So was everything else that was shown. All of the ladies were dressed with great accuracy as to the fashions of the late sixties, the hair dressing, jewelry, etc., all being in perfect keeping. The flowers used in the decoration were geraniums and others that were old time favorites, and they were potted in the plain, old-fashioned red pots. This is an excellent idea for an anniversary celebration, as it is sure to attract a good deal of attention from the older people.

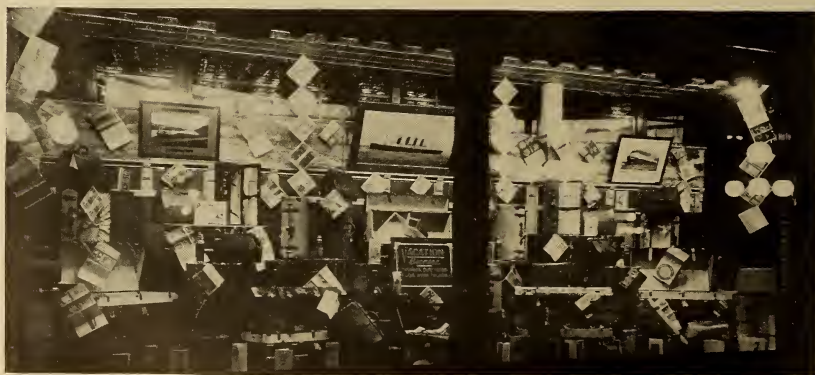


Plate No. 7335. Trunk and Bag Display by H. R. Claudius for Foster, Ross & Co., Auburn, N. Y.

Here is a timely display of trunks, bags and other accessories to travel. Along the top of the background was a frieze showing an outdoor scene. In front of this were hung two large photographs of railroad trains representing

two railways, and a picture of an ocean liner. Throughout the display were scattered timetables and booklets from all of the principal railroads, steamship lines and resorts of the world. The rest of the display requires no description.

SYSTEM IN DECORATING

NO WINDOW DRESSER CAN SUCCEED IN A BIG WAY UNLESS HE HANDLES HIS WORK IN A METHODOICAL MANNER—DISPLAYS MUST BE PLANNED AHEAD EACH WEEK TO GET RESULTS

Jerome A. Koerber

With Strawbridge & Clothier, Philadelphia

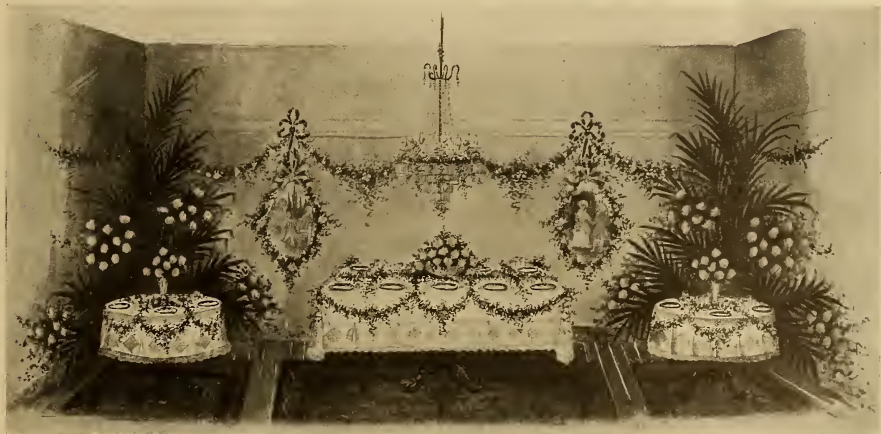
EDITOR'S NOTE:—Much has been said and written about the technical details of window display. The young man who reads trade journals for information as to window dressing has been told practically everything there is to know about the actual work of displaying merchandise of all kinds, but there are some other equally important points concerning the work of the window dresser that have been generally overlooked by writers on this subject. In the following article Mr. Koerber has taken up a phase of store decoration that is of paramount importance. "System in the Decorating Department" is possibly the most important essential to the success of that department. The decorator's department must operate smoothly and without friction—it must work like a well oiled and perfectly adjusted machine in order to get the best results. While system is important in the small store, it is vital in the big establishment and no decorator can succeed without it. Jerome A. Koerber is particularly well qualified to write on this subject. For many years he has handled one of the largest and most efficient decorating forces in existence and he has been remarkably successful in this as well as in other branches of store decoration. What he has to say may be accepted as authoritative, and it will pay every student of window display to view this side of the work seriously.

SO MUCH has been printed concerning the designing of backgrounds and the arrangement of merchandise in windows and about the store that the student in search of knowledge is likely to be led astray

in his conception of what really constitutes the window dresser's work in a big store. Naturally, the technical side or the actual window work is important, for that is the phase of display that comes in contact with and is judged by the public. It is the actual work that sells the goods—but getting the work done in the right way is as important as the work itself.

System is all important in the window dressing department of any big store. Executive ability and methodical management are considered by most employers as more desirable qualifications than the mere ability to put in an attractive display, and it is safe to say that the most skillful decorator could not long hold a head position in a big store unless he were capable of handling his whole department in such a manner as to develop its greatest efficiency. On the other hand, there are many decorators of no very great artistic ability who are holding excellent positions through their ability to manage their departments well.

The reason for this is that in any great store it is impossible for the head decorator to do all the work himself. He may have anywhere from a dozen to forty windows, to say nothing of the show cases of all kinds and other work to look after. Consequently, practically all of the actual work of installing displays must be delegated to assistants. And the chief duty of the head man is to lay out the work and then to see that his assistants carry out his instructions expeditiously and accurately. But the head window dresser must not only plan work for his assistants, he must arrange his own schedules so there is no lost motion or going over the same ground twice. This efficient handling of the decorating department is made

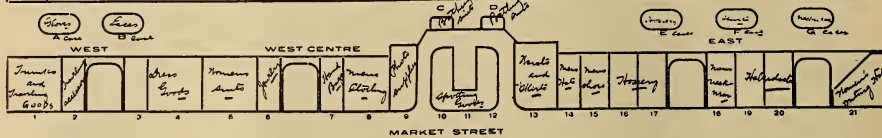


FROM A PRELIMINARY COLORED SKETCH BY MR. KOERBER FOR A CHINA AND LINEN DISPLAY.

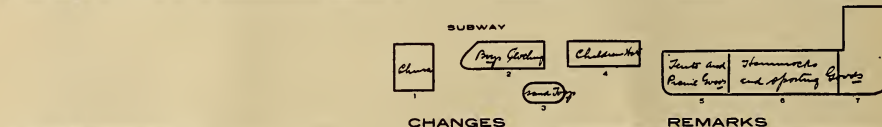
This sketch shows the layout for a "dining room" display of china, etc., which the Chief Decorator planned. The sketch was prepared to fit one of the large windows and it was colored to show about how the finished display would look.

At the appointed time the display was made with an additional panel added and a few other changes made that were necessary. The center table was covered with a piece of fine Italian drawn work.

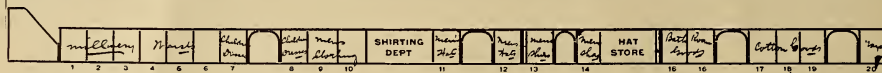
WEEK BEGINNING		1913 CHANGES		REMARKS
MON.	24			
TUE.	25			3 4 Trade accident clearing
WED.	26			
THUR.	27			
FRI.	28		new necklines #18	3 pieces dress fronts sold #4
SAT.	29			



CHANGES		REMARKS
MON.	24	
TUE.	25	Clear Japanese China display
WED.	26	
THUR.	27	
FRI.	28	#4 Hats to be provided
SAT.	29	



CHANGES		REMARKS
MON.	24	
TUE.	25	
WED.	26	
THUR.	27	
FRI.	28	
SAT.	29	



THIS IS REDUCED FROM A LARGE CHART SHOWING WINDOWS AND THEIR CONTENTS.

necessary, not only on account of the unnecessary expense that delay would entail, but for the reason that displays must be kept "working" with as little interruption as possible. The selling value of a show window is so great that they cannot be permitted to lie idle any longer than can be avoided. It is remarkable how quickly a capable decorator will take out an old display and substitute a new one.

In a limited article of this character it is impossible to give specific directions for handling the windows of a department store as conditions vary to such an extent that a plan that would serve admirably in one instance would not do in another. There are some more or less general principles, however, that will be found applicable in most cases. The main thing is to arrange some scheme by which the head decorator can tell just what work is ahead of him, how it is progressing and where each of his helpers may be found at any time. Such a plan need not be complicated; nor need it require a lot of bookkeeping—the simpler the system is the better it will work.

In arranging for any system, one of the first things to be done is to devise some plan for safeguarding merchandise and insuring its safe return to the departments from which it may be taken. The only way to accomplish this and satisfactorily is to provide the window dressers with books containing duplicate receipts. The original and duplicate receipts are printed on differently colored papers but both have the same number. They are about as long as an ordinary sales check but are somewhat wider. They have blank spaces for the date, the department issuing the goods, the department making the display in which the goods are to be used and the window in which they are to be used. If for any reason the goods are to be kept by the decorating department for more than two weeks this reason should be stated on the receipt. For the protection of the decorating department as well as the department from which the goods are secured, these receipts should invariably be used. The original is turned over to the head decorator and the copy left in the department until the goods are returned. All

June 24th 1913

Schedule of Weekly Work

	MARKET STREET		EIGHTH STREET		SUBWAY		INTERIOR		SPECIAL	
	No.	By	No.	By	No.	By	No.	By	No.	By
MONDAY 24th	1-2 14-15 10-11-12 E case	G. G. J. O. J. O. J. O.	1-2-3	F. L.	1-	M. G.	Admiral Vellings Pettiberry Horn Cases	D. N. J. G. J. G. P. P.	37-40-41	M. G.
TUESDAY 25th	3-4 18 8 G case	G. G. J. O. J. O. J. O.	4-5-6	F. L.	5-	M. G.	Medicine Nelson Buttons Horn Cases Horn Cases	D. N. J. G. J. G. J. G. P. P.	38-40-41	J. G.
WEDNESDAY 26th	5 19- 9 A case	G. G. J. O. J. O. J. O.	7-8	F. L.	2	M. G.	Flowers Horn Cases Horn Cases Horn Cases Horn Cases	D. N. J. G. J. G. J. G. J. G.	39-40-41	J. G.
THURSDAY 27th	13 16 C+D case	G. G. J. O. J. O.	20-	F. L.	6-7	M. G.	Flowers Horn Cases Horn Cases Horn Cases Horn Cases	D. N. J. G. J. G. J. G. J. G.	40-41	J. G.
FRIDAY 28th	20- 21- F case	J. O. J. O. J. O.	17-18-19	F. L.	4-	J. G.	Horn Cases Horn Cases Horn Cases Horn Cases	D. N. J. G. J. G. J. G.	41-42	J. G.
SATURDAY 29th	B case 17	J. O. J. O.					Horn Cases Horn Cases Horn Cases	J. G. J. G. J. G.		

THE INITIALS REPRESENT ASSISTANTS—THIS CHART SHOWS THEIR WORK.

of the duplicate slips are eventually turned over to the head decorator who compares them with the originals in his possession, after which they are destroyed if correct.

This system has been in use in the store of Strawbridge & Clothier for years and, although there are about twenty decorators handling millions of dollars in goods annually, there has been practically no loss. Some such plan to keep a record of the goods should be used in the windows of every store as it protects the stock and the window dresser alike.

The two diagrams that are shown do not require much explaining as they are quite simple. One is a rough plan showing the 48 windows and some of the larger cases. Each window is numbered. There are also blank lines for setting down various information. This is a weekly sheet. The other diagram is simply a schedule of weekly work. It will be noted that the window diagram shows numbers 3 and 4 on Market street to be trimmed with dress goods. On the working schedule it will be seen that Assistant G. G. is assigned to these windows for Tuesday.

On Tuesday G. G. is called to the chief decorator's office where the latter has his samples of dress goods before him, having been in the dress goods and trimming departments and made his selections. The assistant is then shown a sketch for a drape, as shown in the small illustration. Complete instructions are given the assistant explaining any little detail of formation that may be a bit difficult. He is also told all about the trimmings and the general arrangement of the display with possibly a rough pencil sketch and brief notes. When G. G. leaves the office he knows exactly what he has to do and how to do it. His chief has gone over the matter with his assistant so fully that there is small chance for a mistake.

The assistant goes from the office to the sections and secures his merchandise which he signs for on the receipt that has been described before. He then gets into the window and goes to work with confidence that when the shade goes up there will be no room for criticism of the display. The drape will be made according to the sketch using the proper material and trimming; the window will be laid out in compliance



THIS COLORED SKETCH WAS MADE FOR THE DISPLAY SHOWN BELOW.

This sketch shows the foundation of a decorative scheme as it was first conceived in the mind of the Chief Decorator. By means of rough sketches and verbal instruction the artist made up the colored drawing. This drawing was made to

scale and the cost of the various parts was computed accurately and passed upon. Orders for the construction of the component parts were then given out. Another picture shows this window completed.

with the directions. And everything will be just as it should be because it has all been planned and laid out in advance by the chief. The other displays are handled in the same way. All of the displays to be made during the week are arranged for specified times and the various assistants are assigned to the work according to a prearranged plan which eliminates confusion and shows each man what he has to do at any given time. The schedule is posted in the window dressing

department where the assistants may have access to it at any time.

When the windows have been completed each day they are recorded on the regular window list under proper dates and the completed record sheet is copied on a duplicate sheet that remains in the chief's Permanent Record Book. The chief makes records of his own, giving his personal views as to the success of the various displays. Sometimes he sets down his



THIS SHOWS THE WINDOW DECORATED FROM THE SKETCH ABOVE.

Here is shown the complete window as it was built up from the drawing and specifications prepared by the Chief

Decorator. It will be noted that every detail in this finished display is practically the same as it was planned in the sketch.



THIS WINDOW WAS TRIMMED BY ASSISTANTS FROM MR. KOERBER'S DIRECTIONS.

This picture shows a display of bridal silks and accessories. It was made from sketches and verbal directions furnished assistants by the Chief Decorator. It will be noted that the

drapes at the ends are identical with the sketch that is shown here. A sketch was also furnished from which the full form drape was made.

impression of the display while in the course of completion and when finished, for, while all of the plans are first worked out in the office, it is interesting to see the displays develop and it is sometimes possible to suggest improvements that may be brought out as the scheme of arrangement develops.

While the scheduled day's work is progressing in the various windows, the chief and his first assistant go from display to display wherever their advice may be necessary, giving detailed instruction as to the work under way and seeing that the original plans are being carried out. In reading this description it may appear somewhat complicated. That is not true, however, for the system represents the height of simplicity. It simply amounts to an orderly and definite assignment of the windows to the various departments and afterwards apportioning the displays to those assistants who in the estimation of the chief are the best adapted to the work. The whole department of decorating runs with the utmost smoothness and to the entire satisfaction of department heads and all others concerned.

As to the system connected with the actual work, this consists principally of getting ready for the displays before work is started on them. Under the regular schedule, if a window is to be changed, the



SKETCH OF DRAPE IN WINDOW ABOVE.

Here is a sketch that was drawn in colors to show the assistant just how to do the work in the window. Every fold is accurately drawn. The assistant is given this sketch with verbal instructions. He collects the materials that have been selected by the Chief Decorator and reproduces the drape in the window with remarkable accuracy, as is shown in another picture.

merchandise is removed at 4:00 o'clock on the afternoon of the day prior to the installation. The window is cleaned throughout and all preparations are made for starting the new setting the first thing in the morning so it can be finished not later than 11:00 a. m. and the shade up in time for the morning shoppers.

There is much in having merchandise ready for the display. This is particularly true if the store has a limited number of windows. Years ago it was a somewhat general custom for the window dresser to pull his shade down and leisurely proceed to take the goods out of the window. After he had completed this operation, he would start about collecting his merchandise and fixtures for the new display. The delay of a few hours caused him or his employer little worry. That time, however, is gone and is not likely to return. Speed has grown to be an important factor in window display. The decorator nowadays must do as much work as possible outside the window and when he once is behind the glass he must work swiftly and surely—he must learn to get things right the first time and not waste valuable minutes in turning a form this way and that to see which way it looks the best. That is something he should have made up his mind about before he started to work.

Aside from the increased value to the store he represents, the window dresser will find that a good system makes his work much easier and far more pleasant. He plans his work according to his time, steering a course between slackness and extra rushes.

For that reason the systematic decorators accomplish a great deal while never seeming to be in a hurry. A practical system, such as the one outlined here, will make the work in any decorating department quicker, easier and a great deal better.

S S

A Successful Aid Society

SOCIETIES for mutual aid organized among the employes now play a prominent part in the lives of the workers in almost every big department store. The amount of money distributed and the benefits conferred by some of these organizations is remarkable. The Mutual Aid Society of Gimbel Brothers' store in Philadelphia has made a remarkable record in this respect.

The society now has been organized over twelve years, and has a surplus of \$13,500. It has paid out in sick and death benefits, and assisting its members, \$150,000, has on its staff a visiting trained nurse, and a physician to call on the sick and needy. Originally organized only for the payment of sick and death benefits, in July, 1905, the members felt the need of extending its sphere of usefulness, so as to permit of special benefits being given in case of extreme need, and the constitution was changed and the board of managers given the right to spend a certain sum each year on such special relief. Rent has been paid, provisions and coal supplied, and medical attention furnished to those who otherwise would have been unable to obtain them.



Plate No. 7336. Display of Notions by James W. Mann for B. B. Fowler Co., Glens Falls, N. Y.

In this display were shown 72 different kinds of articles. The principal attraction of the setting was an arrangement by which the wheels across the top and sides of the back-

ground were made to revolve in different directions. The display was made for a 9-cent sale. It proved very satisfactory as to sales.

The Principles of Men's Wear Display

By Harry C. Davis

This is tenth of a series of twenty-four articles that will cover every phase of the display of men's clothing and allied lines. Mr. Davis is a conceded authority on this subject which he will handle in detail from beginning to end. The articles will be fully illustrated with drawings, diagrams and photographs and will be written in a manner that will prove equally valuable to the merchant and window trimmer.

Suggestions to the Beginner

EDITOR'S NOTE:—In connection with this and future articles, will be published examples of the work of a number of men's wear window dressers. These photographs will be selected as representative of this class of work as it is being handled by men having various degrees of skill in the handling of men's wear. Mr. Davis will comment upon the pictures reproduced and will call attention to good and bad points as he sees them. What he will have to say will be ventured not so much in the spirit of the critic but rather in that of the instructor who seeks to point out errors that they may be corrected. Unquestionably there is much room for improvement in the displays of the average clothing store decorator as well as in any other line. It is the opinion of Mr. Davis that the showing of faulty displays is quite as important for purposes of instruction as the reproduction of perfect workmanship as it is as necessary for the student to understand what to avoid as well as what to do. Any criticisms that are made are offered in the most friendly spirit and we trust that those whose work is thus criticised will view the matter in that light. If there are any of our readers who would like to have their work criticised in connection with this series of articles are requested to send in photographs. They have the assurance that their displays will be passed upon by one whose judgment is worthy of the most careful consideration. Photographs that are sent in for the criticism of Mr. Davis should be so marked.

"A man's heart must be in his skill and a man's soul in his craftsmanship."—H. W. Mabie.

IT is presumed that, if these articles are read by anyone, they are read by those who have had but little experience in arranging displays; and in whom a little experience has created a desire to learn something from the experience of others.

Excepting "the school of hard knocks," one's own experience, a review of other men's experiences will undoubtedly yield the greatest number of helpful suggestions to young workers in this business. But whatever is written here or elsewhere by anyone, be it a criticism or a description of a display or anything else, it should not be taken merely as such by those who read it with the hope of gaining information or assistance. The elements and qualities that go to make good displays cannot be measured, combined and used always in the same way, like drugs are measured and weighed and combined always the same to fill a certain prescription. Making displays can never be developed into a *science*; but it can be made an *art*, if

every new generation of workers in the business will try to learn as much as possible from the preceding one and add as much as possible for the next in line. But even though a beginner may not care whether he contributes anything to the uplift of the business, he owes it to himself, to his own welfare to make all he can out of the doings, sayings and writings of those who have had experience. For his own good he should be a close observer, a good listener and, above all, a tireless worker.

WATCH FOR SUGGESTIONS

The beginner should glean as much as possible from the store of experience, if not knowledge, which time, observation and effort have enabled older workers to lay up. But he should not be content with merely having gathered and assimilated the experience of one or even a hundred men. To do *only* what he sees or hears or reads some other man has done and do it merely because the other fellow did it, shows not only lack of originality but absolute weakness.

Though a youngster be suddenly endowed with the wisdom of Solomon it would avail him nothing in his life-battle with the world, if he be unable to see the world with his own eyes or there be lacking in him those two great, invaluable qualities, adaptability and initiative.

Suggestions of great value are to be found everywhere, at all times. They come from the most unexpected places; from infinite sources and in countless numbers to those who train their senses to treat them kindly, receive them. And they will work wonders for possessors of senses that are educated in the art of adaptability. But they appear and disappear with the rapidity of lightning, and only the alert and diligent can hope to profit by them.

So, Mr. Novice, keep your eyes, ears and "grey matter" in a receptive condition and mentally record for future reference every impression and suggestion rendered by whatever you see and hear. And take the impressions and suggestions gathered from a thousand sources for a working basis—but for nothing more. Let them serve as a nucleus around which your own brain and hands will build a structure of glory that others will not only see but respect and admire. Don't



NO. 1—A VERY GOOD SHIRT DISPLAY BY A. W. MERRY OF DENVER.

do a thing because some other fellow has done it. If you take and use some of the other fellow's stuff, do it because you have torn it to pieces, looked into it, found out for yourself that it is good and that you can make it do more than the other fellow made it do.

The youngster who elects to ever rely on the doings of others to guide and carry him along, and never tries to reason out *why* other men and then *he* does certain things will make very little progress in this business. For there are too many things which cannot be fully explained and which certainly cannot be driven into one's understanding if the determination to use one's own eyes and brains be lacking.

Many are blessed with *natural* ability to grasp and *feel* the inexplicable; and this is surely a valuable, blessed possession. And if you are to succeed in this business you must have some of this ability or power to feel inwardly many things which *words* cannot make plain any more than they can make you *see* a current of electricity.

DEVELOP YOUR ABILITY

If Nature has not endowed you liberally with this ability or power, then set about developing the little you have and Nature will help you. If you have plenty of enthusiasm in your system and you treat it kindly it will in time enable you to acquire and accomplish almost anything. Enthusiasm is all-powerful and a

mighty fine partner to have in any business. Being, first, a strong liking for a thing and turning, as it will, into a determination to continue that liking, it is bound to accomplish a lot. Napoleon owed at least one great victory to nothing else than the enthusiasm created in his men, by a rather peculiar circumstance, after the victory seemed safe in the hands of the enemy. Near the close of a day of hard but ineffectual fighting and tremendous loss of life and limb, it seemed that defeat was to be the lot of those who fought under the colors of France. Even the great Napoleon had lost hope. And upon seeing a drummer boy he summoned the lad and bade him beat a retreat "Master," said the boy, "I do not know how to beat a retreat; I never learned how. But, Sir, I can beat a *charge* that will make even dead men fight." "Then beat a charge," came the mighty war lord's order. And the day was won. What was it that caused the colors of the empire to be carried to victory in the very face of defeat? It certainly was not the preparedness of broken, weakened forces. It was the *enthusiasm*, the renewed liking for battle, the determination to win that the beating of a charge created.

Napoleon, with all his experience, his knowledge of the game of war and his ability as a general could not make his men win; he could not point the way to victory. But once every man became enthused, determined to win and took the fight into his own hands,

a force was formed which nothing could successfully resist.

And if the beginner in this business would hope to win, really succeed, he must, as soon as he has accumulated a liberal supply of ammunition, cease to be influenced too much or directed at all by others. He must beat enthusiasm into himself, take the fight into his own hands and charge the biggest job he can find. He will win if he has gathered a sufficient supply of ammunition to start with and after once getting a start he applies himself to keeping the supply replenished.

To point the way, start the novice in the right direction and coach him now and then is about as far as even a man with the greatest and most varied experience can go with a "younger brother" in the business. The youngster must then make his own way by keeping his own forces well organized, enthused and in action at all times.

On one of three levels, superiority, mediocrity, or utter failure every beginner must expect to eventually find a place for himself; and he is free to make his own choice. Every man can reach the highest of these if he *works, fights, sticks*. The way is *easy* to very few, if any; but that is no reason why the top should not be sought and reached.

OPPORTUNITIES WILL COME.

Opportunity must, of course, play some part in every man's success; but the youngster need not concern himself about its coming in due time. For it will come and keep coming as often as effort and progress justify its coming. If "the boss" does not appreciate the efforts put forth nor the progress made some one else will. A new boss will come along. Merit is bound to win. Ability is bound to find appreciation sooner or later. It is always in demand and—it draws down the money.

No one can say whether *we* are to succeed in assisting any one or not; but to lend such little assistance as we can to those who seek it, is the aim, the object of these articles. And we hope no man will take exception to any comment that may be made with reference to a point, if the point happens to appear in *his* work and is employed to point the way to progress and make traveling easier for our younger brothers in the men's wear lines. We have no desire to *criticise* any man's work. But as we are on a "still hunt" for both good and bad points in displays, we must, without fear or favor, try to "bag" them wherever we find them.

A particularly good shirt display, by Mr. A. W. Merry is shown in illustration No. 1. It is good because, in the first place, it is attractive and then because it is a *strong* display. The unusual but pleasing arrangement, the composition, makes it attractive. The eye that would not be attracted by and pleased with such an effect must, indeed, be a dull one. It is made strong by the use and clever handling of harmonious accessories and a happily-conceived decorative setting.

These things serve to enrich and emphasize the subject matter—the shirts.

The arrangement shows originality; and careful attention to detail is in evidence throughout the picture. The masses of form and color are so arranged



NO. 2.—BY R. H. VAN KIRK, BUTTE, MONT.

as to create fine harmony; and grace of line is to be found everywhere. Pleasing lines were formed in arranging the accessories; the flowers and ferns, and in draping the fabric on the set-piece, which makes the three separate shirt-masses of white stand out with telling force. Then, the sleeves of the shirts are "fussed up" just enough to take away the appearance of "stiffness" which, otherwise, the shirt-masses of white must have lent to the picture. At first glance one might wish the display card were smaller. At least I was inclined to see it that way until a second look convinced me that the size and color value of the card together with the position it occupies had much to do with the pretty "balance" of the picture.

Here is a chance for *you* to bring *your* judgment into play. And after you have settled the display card question to your own satisfaction, study every other part of this display. It is an exceptionally clever piece of work; and you can learn a lot from it, if you will keep in mind all the elements that enter into the making of a display, while you study it. It is not a large display, yet the longer you look at it the more you will find in it; and the more you analyze, the bigger it seems to get. For one thing, note how well "balanced" it is, yet how full of grace, devoid of "stiffness."

How did he do it? How did he happen to think of such an arrangement? Well, he didn't *happen* to think of it. He used his brain and *worked it out*. And that is just what *you* will have to do if you are

to do things equally good—but *different* from what he or anybody else does.

In illustration No. 2 we have another example of, good composition, the work of Mr. R. H. Van Kirk. Here is a display in which a truly decorative effect was obtained without using anything of a decorative nature. It is a small display, a mere handful of merchandise occupying a small space. But it is so tastefully arranged that it is forceful; and is such a display as will be the means of selling more shirts and neckwear than many another one in which more merchandise is shown and which takes up more room. It is never how much you show, but how you show it that tells. It is well to show as much as possible; but merely putting an article into a display is one thing and *showing* an article is quite another. This, as anyone can see, is first of all a shirt display. But who could miss seeing those beautiful moire ties; or noting how nicely those close-fitting collars "set" on the shirts? There is really a lot of goods shown in this little display, but there is no "crowding" anywhere. As a "unit" it could be repeated to make a big display in a large window and still lose none of its effectiveness, if the several repetitions or units be not placed too close to one another. It is too bad to find even a single fault with this big, little display, but in it there is



NO. 3—THIS DISPLAY SHOWS CARELESSNESS.

a fault which we cannot pass without notice. The display was arranged with much care, thought and good judgment and then thrown out of balance, the harmony killed by an over-large display card. Let us cut the card into quarters and use *one of the fourths* in place of the card we see in the picture. We can use the same reading matter and make it speak out distinctly enough in smaller type and space. Then, if anybody dares to criticise this display, we'll have good reason to "get mad."

In illustration No. 3 we find an example of very bad composition; bad craftsmanship, lack of finer feeling. Here are to be found absence of pleasing lines; over-crowding in parts; lack of harmony. The floral decorations are put up in a hap-hazard sort of way and are over-done. It seems as if each and every garment was left where it "happened to get." Nothing was done for a purpose. There is no sympathy, no "pulling together" of the parts, no harmony. It is a display without character. There is evidence of groping for light—a thing we all are doing. And because this fellow has not, as yet found as much of it as some others is no sign he will not eventually find *more* of it than anyone else. He, like the rest of us, should be of good courage and continue to—grope.

§ §

Ads for Salespeople

MANDEL BROTHERS' STORE NEWS is exactly what its name implies. It is a bright little weekly that is filled with real news of interest to the store force. In addition to the news, each issue has advertisements of special sales held for the benefit of employees exclusively. These ads are gotten up in very much the same manner as the usual advertisement that appears in the daily newspaper. *Store News* also contains a great deal of helpful advice and information for junior employees. Then there is news of the various societies connected with the store. Altogether it is a publication that should prove a great power for good both to the employees and to the store.

§ §

For Vacationists

EVERY big store gets much of its summer business through the sale of supplies for summer vacationists. To encourage this class of trade, Chamberlin-Johnson-DuBose Co. of Atlanta, Ga., has established a bureau of information under the charge of an expert who is prepared to give authentic advice on any subject connected with summer resorts or travel. The following is one of the many announcements that have been printed in connection with this department:

"Here is one place where you can find ALL the information you are seeking for regarding your Summer trip, whether it is the Rockies, the Great Lakes, New England, a tour of Europe, or just a quiet, nearby resting place that interests you. An Auto tour, a camping trip, or a voyage to Canada or Bermuda or Panama you can find out all about it here. From now on the beautifully illustrated Summer Resort literature will be coming in daily. Call early and often at this Information Office and become fully informed about all those small details which make for final comfort in your going away. It is our business to know these things, and where we don't know we spare no pains or effort to find out for you. It is a real pleasure to help you."

NOTES FROM NEW YORK

ALTMAN'S TO ENLARGE—THE UP-TOWN MOVEMENT CONTINUES—MAIL ORDER OPPORTUNITIES FOR THE RETAILER—MR. ALLERT PUTS IN SOME ATTRACTIVE DISPLAYS FOR MACY'S

F. F. Purdy

THE New York department store owners face a kaleidoscopic situation that requires constant study and vigilance. There is a gradual change of the face of the shopping district—not as marked as in the case of the hotels, with the quiet extinction of the old and blast of trumpets with the opening of the fine new hosteleries—but the change is going on. New York has either gone mad on going further up-town, or the establishment of the New York Central and Pennsylvania terminals has definitely fixed the shopping center further up than of old.

B. ALTMAN & CO., TO BUILD

The latest important feature along this line is the announcement that Altman's will be greatly enlarged, occupy the whole block between Fifth and Madison avenue and 34th and 35th streets, and that a twelve-story addition will be built from the present structure through to Madison avenue, for B. Altman & Co. have long since acquired the necessary real estate to round out the block. This will provide materially larger show window facilities—with twenty windows in all against some thirteen now, and all the windows, Mr. Frankenthal tells us—those on Madison as well as Fifth avenues—will be changed with equal frequency two and three times a week. At least the first four floors of the new building will be for the sale of merchandise. The upper floors may be used in light

manufacturing. Then there will be larger accommodation for the firm's offices, profit sharing plan department, the Altman Foundation, the Mutual Benefit Association, vacation fund, rest-rooms for customers, and rest-room for those who may become ill while shopping. With the addition of 350,000 to the present 550,000 square feet of floor area, it would appear that new lines of merchandise would no doubt be added.

The announcement of the above plans is interesting, in view of the prospective opening of the new store of Stern Brothers early in September, and that of Lord & Taylor next year, both further up-town. Arnold, Constable & Co. would surprise few by making a move for a more northerly location. This firm has been pursuing a more progressive policy for some time, and there are persistent hints of a possible change.

DOWN TOWN

In this connection, take the far down-town section, and the reverse policy is marked. We have the consolidation of Rothenberg & Co. with the Fourteenth Street Store, with Leo A. Price, of Rothenberg's, as general manager of the Fourteenth Street Store, and the retention in the store of the best of the officials, buyers and salespeople from the two establishments. Mr. Werthman, the Rothenberg window trimmer, for instance is now assistant to Mr. Brandt. A "Consolidation Sale" was put on June 2, and was a very successful function. A very politic move was the wording of the signs of the closed Rothenberg building, wherein old customers of Rothenberg & Co. were urged to bring all their claims for adjustment, etc., to the Fourteenth Street Store, where they would receive very careful attention, etc. The best efforts were used to consolidate not only the stocks, but the customers



Plate No. 7337. A Display of Brushes by E. D. Pierce for Sibley, Lindsay & Curr Co., Rochester, N. Y.

This is an exceptionally good feature window. The scenic effect was worked out remarkably well to indicate a forest scene. The brushes were shown in one-half of the window

and the other half was arranged as a setting for a big wild boar from whose bristles the brushes were supposed to be made.

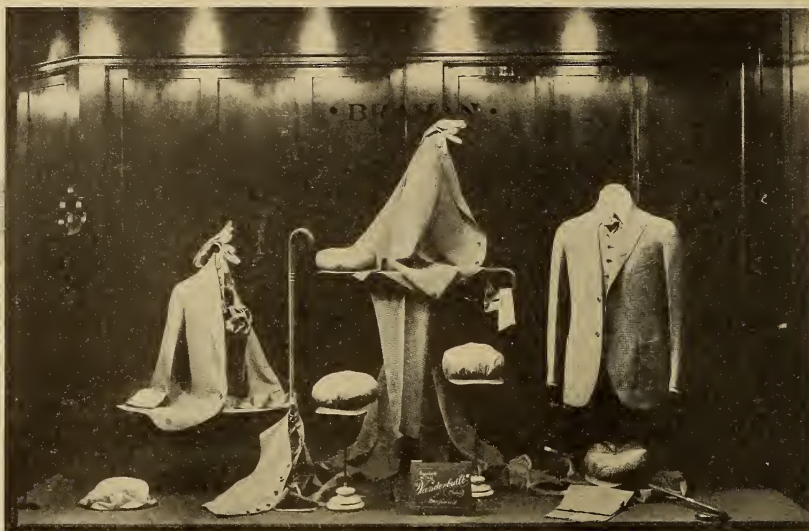


Plate No. 7338. Display of Plaid Suits by A. W. Merry for the Braman Clothing Co., Denver, Colo.

Here is a particularly good example of clothing display. The three suits were all alike, being shepherd plaids in black and white. One suit was carefully fitted to a form to illustrate the graceful lines of the coat, the patch pockets and soft roll lapels. At the left, on a plateau, was another coat draped to show the silk lining of the sleeve. The vest on the floor was placed to show the patch pockets and the skeleton lining. The silk plush that was used in this display was a bright

orange color and the tie on the form was in the same shade. This made a snappy combination. As this was strictly a young man's suit, every feature of style and cut was brought out prominently in the various drapes. The new long point collar was used on the form. Caps of the same material as the suits completed a very striking display. A small gold mat card announced the name of the model. Judged from any angle, this was a very clever display.

of both houses. In the down-town district, also, the store of the J. L. Kesner Co. is still unoccupied, a silent commentary on the hazards of embarking in the business in that territory. The old stocks and fixtures have been sold out to merchants at auction, the buyers coming in large measure from outside of New York. The goods brought good prices, averaging, we are told, about 80 per cent of the cost prices. This reminds one of the auction sales of millions of dollars worth of carpets and rugs by the Smith carpet mills, which brought excellent prices, everything considered, showing that the consumptive power of the American merchants and public is up to par, especially when there is a chance of a bit of extra values. Speaking of Kesner's, Al. Schlesinger, the Kesner window trimmer, is now in charge of the windows of the Blumstein store, Third avenue and 150th street.

To go down to Fourteenth street again. The first floor and basement and most of the second floor of the old Rothenberg store has been taken by R. Smith & Co., the women's cloak and suit house, who will launch a store under another name and carry a more varied stock, beginning some time this summer. This house will begin on a conservative basis, and lease a number of the departments, we understand, instead

of assuming the entire responsibility therefor itself. Mr. Roth, formerly with Charles Brandt at the Fourteenth Street Store, will be in charge of the windows. John Mahler, formerly Mr. Brandt's assistant, is now decorator for Shartenberg & Robinson, New Haven.

BOOSTING M. O. BUSINESS

The best exploitation of the mail order business that we have seen here was in a recent framed exhibit in the windows of the United Cigar Stores Co. The "mat" inside the frame, you might say, was composed of envelopes from all over the world, in the final state, addressed, stamped and cancelled, that had contained orders from abroad. The inscription surrounded by these silent but telling exhibits was as follows: "Anything you want. Anywhere you want it. The sun never sets on our mail order customers. Mail order service, Flatiron Building." The mail order business is growing by leaps and bounds. The zones that the Government have established, grading the cost of delivery of packages, makes for the extension of the business that merchants in all cities may do by mail. The dealers who are not increasing their mail order business run a great risk of losing sales, that should come to them, to other mail order houses. We notice



Plate No. 7339. Display of Shirts by Arthur W. Merry for Braman Clothing Co., Denver, Colo.

This is an excellent display of shirts and neckwear. The shirts were all placed on ordinary shirt easels. Scarfs matching the colored stripes of the shirts were carefully knotted in the collars. Green velour and American Beauty

roses gave the color note to the showing. Gloves and canes carefully placed completed this effective and well-balanced "merchandise" display. The window proved to be an excellent business getter.

that a certain huge soap concern that gives a large variety of premiums, is putting a cash prize on their former premiums—and a very moderate price, too—and selling the goods by mail as well as giving them as premiums. For their own information, dealers located in cities where this house makes its exhibits should pay them a visit, and give the proper method of competition a most careful study.

EFFECT OF PARCELS POST.

In connection with the establishment of the parcels post it is interesting to note the remarks of journals devoted to the interests of mail order houses. They note "an air of concern apparent about the big mail order houses, and say, 'The zone system appears to be a stiletto in the hands of the small town dealers and department stores of large cities, and they seem to enjoy turning the stiletto about in the anatomy of the big mail order houses and watching them squirm.'" That the zone system gives the dry goods and department stores a better opportunity for mail order business is undeniable. It is gratifying to see mail order house organs admit that "the worm is turning." The catalogue houses may be relied on, however, to pursue their course strenuously. Their catalogues will be out

this month. Another large house has been added to the list, The Charles Williams Stores, of New York.

"A word fitly spoken, how good it is," and a window in at exactly the right time is just as pat. Mr. Allert had a polo window on the Macy Broadway front a day or two after first day of the match that was played out on the island, ticketed thus, "Polo accessories—everything needful for this great game except the ponies," the sign being in the new Macy style, small block white movable letters. The American flag and the Union Jack stood together in rear center, with small bunches of flags of both nations at sides. Then there were polo boots, saddles, riding crops, bridles, polo caps and balls, etc. Only a very few people play polo—a lot more ride horseback, and the latter were doubtless those the house was after.

Another window of Mr. Allert should be noted—a seasonable window to interest those who felt the call of nature in the blood. It was the first window hereabout we remember seeing that harbored a lake. There was a lake right in this big corner window, with the mossy banks surrounding it holding at intervals various articles indispensable to the camper, like sheath knives, lanterns, helmets, pipes, tobacco, canned goods, etc. The lake, moreover, was an inlet from the ocean



Plate No. 7340. Display of Paints by Dick E. Blick for the O. T. Johnson Co., Galesburg, Ill.

Here is a neat and orderly arrangement of painters' supplies in a small window. In each of the back corners was a step ladder which was made to serve as a display stand.

Color cards helped much toward the attractiveness of the display. The floor was covered with velour laid smoothly. Brushes were shown with the paints.

—for the ocean was there, if you please, painted right on a background that fitted into the scene. The tent was in the rear, with a fire in front, the fire kept blazing by the use of the proper materials to produce the illusion. The lake came up in front of the tent at other side, with a canoe pulled partly up on shore. Near the tent was a stump on which was placed a music box to while away some of the evening hours pleasantly.

Mr. Wendel has been putting in some excellent merchandise windows at Gimbel's. We notice that he has taken quite a fancy to the Madame Recamier feature in various forms. The famous French Madame, as we mentioned last month, was in the center of a window of women's lingerie, etc. Later, the Madame—a fine wax figure—was in the familiar recumbent position on a chaise longue in a music and piano window, accompanying the pianist on the mandolin.

"SHOPPERS"

The "shoppers" of the big stores are a swift and silent influence in their operation. We hear little about their work, but they are an expert class of people, good judges of merchandise, and by their reports the stores especially that are keen on meeting competition gauge their action on prices. A few of the stores employ around a dozen shoppers in the height of the season, the number lessening with the waning of each season. Wherever it is necessary the shopper will buy an article for purposes of exact valuation as to price, etc. The shoppers generally work under the supervision of

the head of the house, for business policy is made by their information, and policies that are difficult to delegate to others. The work of the shoppers also affects the window trimmers, and where a card is seen in the window reading, "\$2.25, sold elsewhere at \$2.75," or something similar, it is plain that the shopper has got in her work in good shape. And that is the kind of a card that we are informed gathers a little crowd of people interested in that very merchandise and who know that it is offered "elsewhere" at the price named. In the middle of the day the trimmer may be called upon to make a change in the windows of merchandise or price tickets, and the inquiry is not infrequent from the trimmer's headquarters regarding orders, "Is there competition?" which has its significant meaning that if there is, the house must "buck up" in some way to meet it.

The thousands of salespeople, etc., in most of the large stores had an additional holiday July 5, Saturday, which was considerably announced weeks beforehand. The Fourth was on Friday, and Saturday being a short day, the little vacation was from Thursday night to Monday morning. Seldom have things been so generally slackened down of a Saturday in New York as on July 5. The vacation season has begun, and on the former basis—two weeks' vacation, full pay for one week, in most places.

The usual July clearing out of old merchandise at cut prices had been prepared for, and this month the

decks will be cleared for the August furniture sales, which begin in some department stores the latter part of July. The furniture buyers, however, tour the markets in May, placing orders for furniture that the manufacturers can make up for them in their dull season. The department store furniture managers are as close buyers as there are in any line. Some seasons ago they used to secure large quantities of "closeouts" every trip, at cuts of from 25 to 40 per cent, netting a loss to manufacturers on goods they had made up through a misguided policy. Now there are very few "closeouts," comparatively, and buyers have their stock made up "special" in many cases, meaning special patterns in large quantity, and, of course, at a very close price. The "club" method of selling furniture is in larger use in department stores—\$3 for membership in the "club" and six months, say, for completing payment for goods, at least 20 per cent down in many cases, and large monthly payments to clear off the account. This is really an installment business of a high class, the "club" houses dealing only with people of proven responsibility.

William F. Ried, who left Cohen Brothers' store in Jacksonville, Fla., to take charge of preparations for opening the windows of the new Famous-Barr store, St. Louis, returned to New York last month, and later, we learned, sailed for Germany, it being his intention, according to rumor, to serve a term in the army of Germany, his native land. Many remember the fine windows he put up for the Greenhut store several years ago, at the opening, and will agree with the statement that the window trimming fraternity will lose an expert if Ried decides to withdraw from it.

F. G. Schmehl, of the Greenhut-Siegel-Cooper Co., will spend a fortnight beginning the latter part of the month at his summer home on Cedar Lake, near Denville, N. J., with his family, and also week-ends at convenient periods.

The Diskon store, at Paterson, N. J., which was burned out some months ago, is now housed in a much larger and more modern building, with mezzanine round the main floor and new departments and special features.

William J. Buswell, the Forsythe decorator is using new and handsome window cards, designed by him. The background is cream, letters in white, the general shading being buff brown. There is a very narrow plastic border, with one mother of pearl ornament at top, to set it off. Mr. Buswell has also put in department directories throughout the house.

There are occasional changes in the sales routine of the large stores that are worth careful consideration. Lord & Taylor in June announced that their store would henceforth be opened at 9 instead of 8:30. Another large store is making an interesting change, recognizing that the great bulk of their sales are made between 11 and 5:30. They have sorted out a corps of their best salesmen, who go to work at 10:30, after a late breakfast, and continue through to the close with-

out luncheon, taking an early dinner. The plan is working well and promises to be permanent. The Sweeney Co., of Buffalo, now carries at the head of its ads, "The Store of the Eight-Hour Day." James A. Hearn & Son, New York, has for years closed on Friday during the summer.

S S

Logic of Advancement

TRAINING new salespeople to develop their fullest efficiency is a difficult matter for many reasons. One of the most important of these reasons is that the beginner has to go through a discouraging period of small pay before he or she reaches any great degree of efficiency. During this first year there are many who give up the fight as hopeless simply because they have not a proper understanding of the situation. Frequently the store is at fault in not extending the proper encouragement to beginners. The following bulletin was issued by a Chicago store for the instruction of beginners in the sales department—it sets forth the situation clearly:

The character of an employee's first year with a firm largely determines his future standing.

The first year is likely to be a discouraging one. The reason is, of course, not far to seek—it lies in the newness of the work, the great mass of it, more especially in the busy season, and the difficulty of keeping one's head.

It is not wise nor necessary to dwell on discouragements arising from these conditions. Possibly no one in this store or any similar store has escaped altogether from certain "black spells" during the first year of his employment.

Yet the surmounting of obstacles, the beating down of discouragements, results finally in a mastery that after the year is over stamps its possessor as an "efficient employee" and starts him or her on the ladder of advancement.

Habits have been formed—habits of promptness, of neatness in person and in care of stock, habits of accuracy in small details, and, as a logical result of these habits, speed in handling business that formerly required twice to three times the time.

The great incentive to efficient work is the prospect of a "raise." The great mistake that a few employees make is that of saying to themselves: "I am working hard enough for the pay I am getting. If the house wants any more work out of me, let it raise my wages."

Well, if the house could be sure such an employee would work harder or more efficiently if his pay were raised, it would raise his pay undoubtedly.

But how is the house to know that?

Again, there is a sense in which an employee's labor is like any other commodity that the house buys and pays for. When this house, or any other house of similar standing, buys merchandise, it does not pay cash in advance, "sight unseen." Neither does it pay cash in advance on an employee's promise to deliver an improved brand of work.

It is up to the employee to deliver the goods. The house will pay for them after they are delivered.

This house has a keen eye for efficiency. You can no more do good work without recognition than you can do poor work and escape being found out.

But ponder this seriously: You must be earning your "raise" some time before you get it. And if the time seems long, remember the house, or some house, paid you at one time much more than you were worth while it taught you the business that you didn't know.

A JAPANESE SETTING

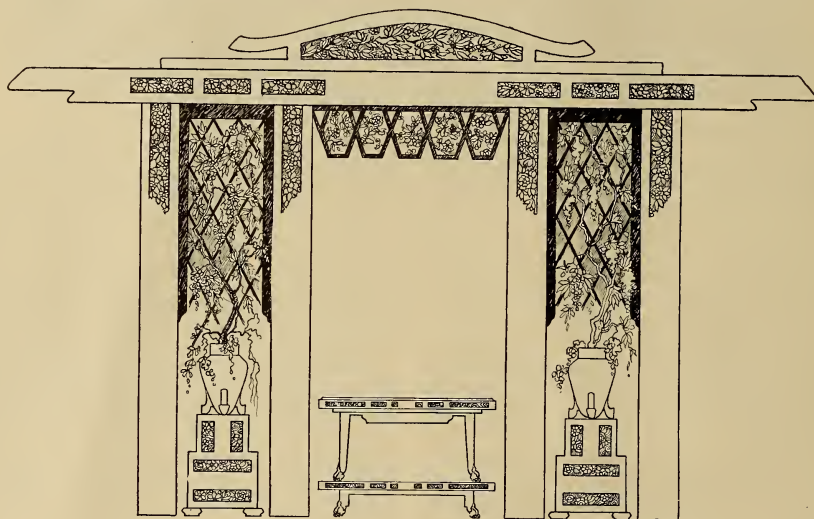
A SUGGESTION FOR A HIGH CLASS BACKGROUND THAT WOULD BE SUITABLE FOR A WINDOW OF NEARLY ANY SIZE AND THAT WOULD BE APPROPRIATE FOR MEN'S OR WOMEN'S WEAR

J. Clarence Bodine

THERE is no school of art that lends itself more readily to show window decoration than that of the Japanese. Yet this style of decoration has been used but comparatively little by window dressers. It is true that Mr. Fraser of Marshall Field and Company and a few others have designed some remarkably fine settings in the Japanese style but these are exceptions. The average window dresser has totally neglected this fertile field of inspiration. Possibly this is because many have not a full appreciation of how fine the best

that a great many of their ideas are adaptable to show window and store decoration.

The design that is reproduced here is not offered as an example of the pure Japanese style. It was not intended as such but is an adaptation of Japanese ideas that have been varied and worked over to conform with the materials at hand. Still the sketch may be said to be Japanese inasmuch as the general effect shows more characteristics of that style than of any other. The general framework construction of the front is built on lines intended to suggest the symbol of a shrine which is very familiar in Japanese art. The other parts of the design are sufficiently evident to require no description. The color scheme is to be Japanese gold with a touch of color for all of the relief ornamentation. The coloring of the woodwork should be in a bottle green, deep blue and black combination. For the large urns, a bronze finish with



A JAPANESE BACKGROUND DESIGN BY J. C. BODINE.

type of Japanese design really is. There are many who, not having gone into the matter very deeply, associate Japanese art with the gaily decorated fans and lanterns upon which slant-eyed ladies assume marvelous poses, surrounded by gorgeous landscape effects. The embellishments seen on paper parasols and teapots represent Japanese art of a sort but with that type the window dresser has little to do. It is the real art of Japan as expressed in their architecture, their landscape gardening and their remarkable sense of design and color, that lends itself to the window dresser's work. It will pay any store decorator well to study Japanese art whenever the opportunity offers. There are various books on the subject. Study their bronzes, their ceramics, their architecture and their general scheme of decoration and it will be found

an over-laqueur of varied colorings is suggested. The construction is of composition board and the finish in oil colors which are better adapted to this class of work than water colors.

On the floor in the middle are two plateaux, one placed above the other. The plateau is a very useful adjunct to window display in showing many kinds of merchandise. In one form or another it has been used for some years but of late it has grown rapidly in popular favor. In this sketch two plateaux of different types are shown. One is a rather low table such as is generally used for showing shoes. The higher one is the sort often used for displaying either women's or men's wear. The advantage of the plateau is that it serves to break up the plane surface of the window floor, thus giving a little variety to the com-

position. Tables of ordinary height are not practicable to use in the show window. They elevate the goods too high and take up too much room. These objections, however, do not apply to the low plateau which, in effect, raises the floor of the window and enables the decorator to secure many pleasing effects that would otherwise be extremely difficult. The decorator who displays men's or women's wear and has not used these low tables will be surprised to find how much their use adds to the attractiveness of his windows.

§ §

Summer Sports Background

HERE is a suggestion for a background for a vacation window by A. J. Edgell. It is a simple but attractive scheme of decoration that could be carried out at very little expense providing the window dresser has a knack for drawing or scenic painting. Such a background would be suitable for a showing of clothing, furnishings or accessories needed for the vacation in the open. At either end is a box shaped column made of composition board and painted white with cold water paint. In a panel on each of these columns is a scene depicting vacation pleasures. Suggestions for such paintings may be had in abundance from almost any railroad booklet. The paintings may be done either in black and white or in natural colors, the latter being the most effective if the decorator can handle them. These pictures complete the columns.

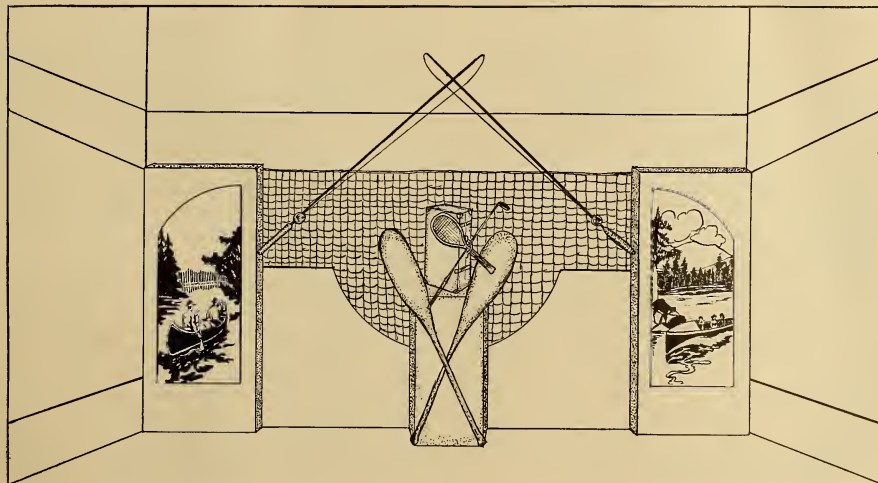
The center piece is a pedestal of composition board painted white and on top of it is a suit case with a tennis racquet and a golf stick stuck through the handle. Crossed canoe paddles complete this unit. The remainder of the background consists of composition

board cut out in the shape shown and painted white. A tennis net is stretched between the columns and two fishing rods are used to finish off the setting. The card used with this display might read—"All Work and No Play Make Jack a Dull Boy." Railroad timetables could be used in this window to suggest the going away idea.

§ §

Papers for Employees

A PAPER for store employees, published weekly, semi-weekly or monthly can be made a strong factor in the development of "the spirit of the house." Such papers are edited by and for the employees and are devoted to news of the store and those connected with it. Any store with a thousand or more employees can afford to publish such a paper, and if it is well handled editorially, it will prove an excellent investment. There are hundreds of such papers now being published and the stores that issue them will probably be glad to mail sample copies for a stamp. Some of the more interesting store papers are: *Honey Comb Briefs*, L. S. Plaut & Co., Newark, N. J.; *Store Chat*, Strawbridge & Clothier, Philadelphia; *Notions*, The A. T. Lewis & Sons D. G. Co., Denver; *The Echo*, Wm. Filene's Sons Co., Boston; *Store Topics*, Jordan Marsh Co., Boston; *Mandel Bros. Store News*, Mandel Bros., Chicago; *The Key*, Selfridge & Co., Ltd., London; *Store Thought and Talks*, Shepard Stores, Boston and Providence, and *The Shuman Corner Organizer*, A. Shuman & Co., Boston; *Grand Leader Bulletin*, Stix, Baer & Fuller Dry Goods Co., St. Louis.



A BACKGROUND FOR A VACATION WINDOW—DRAWN BY A. J. EDGELL, LANCASTER, PA.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

—ABSORBING—

"Hermion's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1893
"Merchant and Decorator"	Established 1908

PUBLISHED ON THE FIFTH OF EVERY MONTH BY

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WILLIAM H. ROSS, Eastern Manager.

RATES FOR SUBSCRIPTION

IN ADVANCE, POSTAGE PREPAID

United States, Canada, Mexico and Cuba	\$2.00 a Year
All Other Countries	\$3.00 a Year

W. M. REED, Traveling Representative, Subscription Department

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THE MERCHANTS RECORD CO., 431 So. Dearborn St., Chicago, Ill.
Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The National Association of Window Trimmers of America

*"In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

*"Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

*"When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*"Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

July, 1913

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"Honest Advertising"

THE meeting of the advertising clubs in Baltimore last month naturally attracted a great deal of editorial notice all over the country and thousands of columns of space were devoted to this notable convention. After reading some hundreds of comments by editors of newspapers and other publications of various kinds, the dominating impression received is to the effect that—henceforth advertising is to be honest.

"For Truth and Truth Only"—"The Question of Honesty"—"Against Lying and Fraud"—"Truth Now Advertising Slogan"—"Stands for the Truth"—"Suggests Policing of Advertising Columns"—"Dishonesty at a Discount"—"Urges Crusade for Truth in Advertising"—"No More Falsification"—these and endless other similar headings were read by millions of people during the latter part of June, and there can be but little doubt that a large part of the public regards these editorial assurances of "future" advertising honesty in the light of a great reform. And, if there is to be a reform, it is only natural for most people to think that there must have been considerable need of one.

It is a poor commentary on advertising generally that editorial writers, who live through the proceeds of advertising, should consider it proper to use such headlines as the ones quoted above. For a good many years advertising as a whole has been honest. It must be admitted that there are a few advertisers who have consistently misled the public so far as they have been able to, but these have been a very small minority and they are growing fewer each year.

Most advertising is intended to be, and is, honest in the sense that no actual misstatements are made. It is honest from the ad writer's point of view, and it is honest as judged by modern commercial standards and customs. But is it perfectly fair and honest to the person inexperienced in trade terms who reads the advertisements?

It would be a very optimistic ad man who would deny that most people are more or less skeptical as to the statements they read in advertisements. And this skepticism is based upon experience. For example, a woman will read an advertisement of a "Mahogany" table for \$18.00. She looks the table over; it suits her and she buys it. After she has had it for a while, the edges begin to come unglued and she finds that there is only a thin veneer of mahogany over a cheaper wood. If she makes a complaint at the store, the salesman smiles indulgently and explains to her that there is very little solid mahogany sold now and that the term is generally applied to veneered stuff. Nevertheless, this customer has been deceived in a measure and she makes up her mind that the next time she gets a piece of mahogany she will make sure that it is really solid. Some time later she experiments further along the same line and buys a "Solid Mahogany" table. Later she finds that the top is solid but the base is veneered. This discrepancy is explained

away as a custom among furniture manufacturers to use the term solid as applying only to the top of the table.

Again, the woman buys for her boy a suit which the advertisement assured her was all wool. Wear proves the suit to contain a considerable percentage of cotton but it is explained to her that all "Commercial All Wool" is understood by the trade to contain cotton. So it is with furs—few of them are called by their right names. Silk hosiery turns out to be mercerized cotton—and so it goes. All stores do not advertise in this way but there are enough of them that do to discredit the others.

Another feature of advertising that makes sensible people doubt it is the extravagant use of superlatives in the description of merchandise and events connected with the store. The experienced merchant or advertising man would smile at expressions in the advertisement of a competitor yet he expects the public to believe the same kind of advertising when printed in connection with his own store. An advertising man once explained this by saying: "They don't believe half you say in an ad anyway, so you have to make it twice as strong as it really is." A very ingenious argument but it has done much to discredit advertising generally.

In the meanwhile there have been many stores that during the past few years have consistently adhered as closely as possible to the exact truth in their advertising. They have made it a practice of never overstating facts or exaggerating values. And the stores that have done this kind of advertising and have backed it up with good merchandise and service have found that the direct returns from their publicity are greater each year. It takes time to establish confidence in one's advertising but once done it is one of the most valuable assets any store can have. It is to be hoped that the active campaign for honest advertising will be continued by the associated advertising clubs as an immense amount of good is certain to result from a determined and persistent effort to suppress every form of fake publicity.

§ §

THE NATIONAL RETAIL FURRIERS' ASSOCIATION is trying to bring about legislation that will put an end to the misnaming of furs on the ground that the false names are misleading to the public and have reacted upon the business to a considerable extent. If the association can accomplish it, such names as Hudson seal, African seal, water mink, French seal, Belgian lynx, Iceland fox, Alaska sable and many other false descriptions will in the future be prohibited. If this reform is accomplished, the entire fur business will be revolutionized for there are comparatively few furs that are called by their real names. This is not a fight on inexpensive furs but against actual misrepresentation.

A Correction

THROUGH an error in our June issue a June Bride Display on page 24 was credited to H. R. Claudius, window dresser for Foster, Ross & Company, Auburn, N. Y., whereas the display was made by M. A. Winn for Gerber, of Memphis, Tenn. On the other hand Mr. Winn was given credit for a display shown on page 27 that was made by Mr. Claudius. We regret that the mistake occurred but, as both displays are exceptionally good, either of these very capable decorators might be well satisfied to have attributed to him the work of the other.

§ §

MANDEL BROTHERS in Chicago make a practice of finding suitable boarding and lodging places for any employes who may need them. Any employe who may desire a room, or may have one to rent, or can recommend a place from personal knowledge is requested to register the same at the Welfare Bureau, and this information will be distributed to any who may require it. This is a small matter but it sometimes proves a big help and it is in line with the policy that is growing more and more prevalent among big stores to look after the comforts and conveniences of their employes.

§ §

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1913 have been made as follows:

AL. HAGEN, St. Louis.
BERT CULTUS, Tacoma, Wash.
W. H. HINKS, Minneapolis, Minn.
J. O. BUCKWALTER, Pittsfield, Mass.
W. L. BLAYNEY, San Francisco.
E. M. MCCARTNEY, Pittsburgh, Pa.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

THE FIRE BRIGADE

SOME PRACTICAL SUGGESTIONS FROM ONE OF CHICAGO'S
BIG DEPARTMENT STORES AS TO THE HANDLING OF
THE HOUSE FIRE FIGHTERS—REGULAR DRILLS
NECESSARY TO EFFICIENCY

MODERN precautions have made fires in department stores rare occurrences. They happen occasionally however, and every store should be prepared for such an emergency even though the danger may be remote. Most big stores today have a Fire Brigade made up of employees. Such brigades are equipped with fire fighting appliances and are drilled to take care of any conflagration in its incipiency, before the city fire department arrives. Following are some of the rules governing the Fire Brigade in the store of Mandel Brothers in Chicago:

The fire brigade is divided into thirty-three divisions, one for each section of each floor.

Each division is in charge of a captain and lieutenant; in the absence of the captain, the lieutenant will assume charge. The captain will fill vacancies and report any change in location of fire appliances to the Superintendent's office.

Members of the fire brigade are requested to see to it that no one uses fire appliances for any purpose other than that for which they are intended. If at any time it is found necessary to move appliances from their regular station, the house Fire Marshall must be promptly notified.

DISCOVERY OF FIRE

Try to extinguish fire with a pail of water or a chemical extinguisher; have some one immediately notify the chief telephone operator, who will communicate with the Superintendent's and Manager's offices.

The word "FIRE" is never to be called out under any circumstances.

FIRE DRILLS

WALKOUT DRILLS will be held twice a month, at the closing hour. It will be necessary for all employees to walk down stairs for at least two floors, then pass into the building, thence to the first floor via elevators. Drills are intended to make everyone familiar with the various means of escape.

DIVISION FIRE DRILLS will be held weekly.

One long blast of a whistle is the signal for fire brigade to procure appliances and assemble. Employees not members of the fire brigade will clear aisles by placing chairs, etc., on the counters or desks, and then stand at attention.

Second blast of the whistle, employees will walk out in order, two abreast, to the nearest exit.

Third blast of the whistle, employees will return to their respective places. Fire brigade will replace appliances and return quickly to their duties.

Members of the fire brigade must be careful not to spill water on the floors. Chemical fire extinguishers must be carried in a vertical position; when need be, turn upside down—extinguisher will then work automatically.

Pyrene extinguishers should be used to extinguish fire started by gasoline, etc., and may be operated by pulling handle in and out, and direct nozzle toward fire.

In the absence of the captain and lieutenant, members of the brigade will answer alarm, and one of the oldest members assume charge. Each member of the division in which the alarm has been sounded will secure his fire appliance before proceeding to the spot where the alarm was given.

Captains will appoint men to remain at all main cross aisles on the floors, at stair hall and elevator doors and fire escapes to assist customers and female employees, when occasion requires.

GENERAL ALARM

In case of fire all the iron doors between the buildings will be closed promptly, excepting one on each floor, which will be closed only after all people on the floor have departed.

Members of the fire brigade must acquaint themselves with the location of all fire fighting appliances and every exit from the building.

Members of the fire brigade must see that fire and exit lights are kept burning and that all aisles, especially those leading to stair and fire escapes, are kept clear.

Members must report promptly to the Superintendent's office anything that comes to their notice, which might in any way interfere with the use of the fire escapes or appliances.

At conclusion of drill all fire appliances must be returned to their respective places.

Should water be spilled, the pail must be refilled before returning it to its place.

Employees are forbidden to carry matches except in tight metallic cases; safety matches, in the safety match box, may be carried.

ELEVATOR CONDUCTORS

The post of elevator conductor becomes one of great responsibility in case of fire or panic. Operators must remain calm, and by their actions reassure others. They must remain at their posts and operate their cars as long as possible.

Elevator conductors must, under no circumstances, allow oils to be taken on their cars to any portion of the building except in safety cans. Anyone attempting to do so must be reported to the Superintendent.

Any elevator will be used in carrying members of the fire brigade from one division to another at any time.

BENZINE AND OILS

The storage of benzine, gasoline, etc., within the building is strictly prohibited. Those who have occasion to use oils of any kind must arrange with the Superintendent to use a safety can (approved by the Underwriters) which will be called for and stored in the court every evening and returned again every morning.

§ §

Monthly Display Contests

THE Merchants' Association of Council Bluffs, Ia., is planning to hold monthly window trimming contests in which practically all of the members of the association will be competitors. One Saturday in each month is to be selected for the competition, and on this day all of the merchants will do their best in the matter of window display. The windows are to be divided into various classes and prizes will be given to the winners. Such a competition will undoubtedly arouse a good deal of friendly rivalry among merchants and will result in much better window displays. The plan is one that might be used profitably in a good many cities.

§ §

WILLIAM F. FREEMAN, advertising manager of the New York Mail and Express is quoted as saying recently: "Only a possible five out of the total number of New York department stores are doing honest advertising."

§ §

THE window dresser or card writer who is getting along without an airbrush is missing a whole lot. This device can be used in such a variety of ways and it is such a time saver that it will quickly pay for itself.



Our special Mart Schaffner
& Marx Spring Suits

\$25.

*With better Fabrics, more Models
and more Value than ever before.*



Spring 1913

Manhattan

Shirts

*Are better than ever this
Spring—satisfy yourself by
allowing us to show you the
beautiful patterns and excellent fabrics*

\$150 to \$10.

The Mackay 50



If you want the best clothes
to be seen in, they're here, ready.
Mart Schaffner & Marx made

\$18. to \$40.

SOME GOODS CARDS BY CARL F. MEIERS, ST. JOSEPH, MO.

Some Good Show Cards

WE show here three excellent show cards made by Carl F. Meiers of St. Joseph, Mo. The originals of these reproductions were ten by fifteen inches being done on heavy, rough surfaced mat-board. All of these cards show a skillful use of cutout illustrations. In addition to the illustration on each card there was a little conventional ornamentation of a very simple character done in two shades of green. These gave to the cards a little touch of color that is pleasing. Mr. Meiers gets his illustrations wherever he happens to find them. Whenever he comes across an illustration in a magazine or an advertisement, he cuts it out and lays it aside for future use. In this way he has a considerable collection on hand at all times. Well chosen illustrations are as effective on a show card as when used in connection with an advertisement. There are two kinds of illustrations that may be used, namely, any simple little decoration such as the vase of violets shown on the "Manhattan Shirts" card, or pictures suggesting some connection with the wording on the card. The former style of illustration is used simply to brighten up the card a bit and catch the eye—the latter embellishes the card and at the same time suggests an idea or emphasizes the text. Judiciously used, illustrations strengthen the show card but it is a very easy matter to overdo them. Mr. Meiers knows how to use them in the right way.

§ §

IF you missed the convention of the N. A. W. T. of A. in Chicago last year, you missed the greatest event that has ever happened in the window dressing world. Make your plans now to meet us in Chicago next August. It will certainly pay you well.

A. D. YOUNG, who for the past six years has managed the advertising and window displays for the Robertson Brothers' store in South Bend, Ind., has left that position to take a similar one with the S. and J. Gottlieb Company, of Kenosha, Wis. Mr. Young is a live wire in the retail advertising field and has earned the reputation of a most successful business booster.

§ §

ONE of the big stores of St. Louis has a system by which a record is kept of the errors made by salespeople. Substantial rewards are offered for errorless records covering periods of various length. Those who make no errors in six months are given a raise in salary. It is said that this system has greatly reduced the number of errors made and has resulted in a big saving to the store.

§ §

DURING the past year or so there has been a marked revival in the popularity of archery as a summer sport. This presents an opportunity to department stores that have sporting goods sections. Recently Wanamaker's conducted an archery contest in their sporting goods store. It was supervised by the president of the New York Archery Association and no charges were made to contestants. Twenty-four arrows daily were allowed to each competitor. A cup was given the winner.

§ §

THROUGH the vacation months it is growing to be a custom for big stores to maintain information bureaus for the convenience of vacationists. Timetables, maps, hotel rates and a great deal of other information may be had for the asking.

THE N. A. W. T. OF A.

HOW THE ASSOCIATION STARTED AND HOW IT HAS GROWN TO BE THE BIG REPRESENTATIVE ORGANIZATION IT IS TODAY—L. FRANK BAUM THE ORGANIZER—EARLY HISTORY

THE Sixteenth Annual Convention of the National Association of Window Trimmers of America will be held in the Auditorium Hotel in Chicago, August 4-5-6-7 and it is a foregone conclusion that the meeting will be an immense success in every way. In the neighborhood of 600 enthusiastic decorators from all parts of the country attended the meeting last year and there will be many more in attendance this year. The association today is a large and influential body, represented in every state in the Union and made up of men who annually produce through their displays sales amounting to many millions of dollars. Considering its present strength, it may be interesting to look back to the beginning and early struggles of the association.

The National Association of Window Trimmers of America is indebted for its organization to L. Frank

THE SHOW WINDOW.

THE SHOW WINDOW

A Journal of Practical, Up-to-Date Window Trimming.

PUBLISHED ON THE FIRST DAY OF EACH MONTH AT

CHICAGO AND NEW YORK

By C. L. WILLIAMS.

L. FRANK BAUM, EDITOR.

SUBSCRIPTION PRICE, \$5.00 PER YEAR.
Foreign Countries, members of the International
Postal Union, post-paid. \$10.00 PER YEAR.

ADVERTISING RATES FURNISHED ON APPLICATION.

OFFICE OF PUBLICATION:

CHICAGO, 1130 Canton Building.

NEW YORK, 70 Fifth Avenue.

E. A. WRIGHT, Manager.

FEBRUARY 1, 1898.

NOTICE.—All contents of this magazine are entirely copyrighted. Publishers are notified not to use any material contained herein without applying to the publisher for permission.

A NATIONAL ASSOCIATION OF WINDOW TRIMMERS.

So many people from various parts of the country have suggested the advisability of an organization of window trimmers that we are led to believe the idea both practical and inevitable in the near future. We are preparing a plan for such an organization, which we shall soon present to our readers. In the meantime we desire to further expand our mind on the subject from all interested, and shall be glad to have you drop us a postal, and express your views.

SMALL WINDOWS.

The best ideas emanate from small cities, and therefore many of our illustrations are of windows large and small of your own. That does not matter. Adapt the idea of the trim to the space you can give it. You are not supposed to duplicate exactly the window we show. Some

of the large windows contain ideas for two or three smaller ones. It would not educate you to show you small country trims. Take the central idea in the window you wish to imitate, and condense it to the size of your own window.

A VALUABLE BOOK.

Expert advertisers have published many books giving information as to best methods of advertising, and these are sold at from \$5 to \$25 each, and called cheap at that. We have seen most of these books, but frankly confess that a book just published for free distribution is the most practical, up-to-date advertising book we have ever seen. Its title page reads, "Winners: A Collection of Brief Trade Pushers, Gathered, Clipped and Adapted for Its Patrons by the Advertising Department of Kohn Brothers, Wholesale Clothiers, Chicago." It is being sent free to all applicants, and is beautifully gotten up, containing terse and pointed ads. for every day in the week and every week in the year, more than 200 distinct "starters" for advertisements being printed. And the best part of it is that none are hackneyed or commonplace.

In answer to many inquiries for a typographical journal in which are reproduced modern specimens of lettering, we are pleased to recommend the *Inland Printer*, published on Monroe street, Chicago, as the representative journal of its kind. Its pages are replete with examples of plain and ornamental lettering, fine recent creations of type foundries, and no show-card writer can afford to be without it. Monthly, \$2 per year; sample copies, twenty cents.

On the third page of our cover is an advertisement of an excellent line of ten-cent goods, offered by the old and reliable house of Burley & Tyrrell. We advise you to read it.

lication was issued in the interest of window display, store equipment and kindred interests. Naturally the editor was in touch with the leading decorators of the country and it occurred to him that it would be a fine thing to organize the members of the window dressing fraternity into an association to hold meetings at least once a year.

Accordingly, Mr. Baum talked the matter over with all the decorators he came in contact with and wrote letters to representative window dressers in various cities. Their answers were so encouraging that he decided he would state his proposition through the columns of the *SHOW WINDOW* in order to get a concensus of opinion on the subject from window dressers at large. Accordingly the little notice shown in the reproduction was printed. This cut shows the editorial page of the *SHOW WINDOW* for February, 1908 and this is the first time that the proposal to form a "National Association of Window Trimmers" ever appeared in print.

There were not so many trimmers back in 1908 as there are now and the idea of organization was a new one which had to be thought over. However, Mr. Baum had many replies to the printed notice and the enthusiasm with which the idea was taken up assured the success of the project. Much more correspondence followed and various plans were suggested as to how the organization could be perfected. In this connection there appeared in the issue of *THE SHOW WINDOW* for March, 1908 the following.

From all sources come words of approval regarding the proposed Association of Window Trimmers mentioned in the February issue of *THE SHOW WINDOW*. The advantages of such an association are manifestly great. To band together for mutual advantage, for interchange of ideas, for social recreation, cannot fail to benefit trimmers in a marked degree. The best suggestion we have received is that the window trimmers, both amateur and professional, of each city or town, form a local association, elect officers and a delegate to a national convention to be held at some central point in July or August next. Each local association may vote upon the place of meeting and these votes may be sent to *THE SHOW WINDOW*. Independent window trimmers, those who come from towns where no local association has been formed, will be entitled to a seat in the convention by becoming members of the national association. We hope our readers will at once take steps to form as many local associations as possible. *THE SHOW WINDOW* has prepared a blank for this purpose, which will be forwarded to any person upon application. Any trimmer who reads this and wishes to join the national association, as a member at large, will be furnished with a blank application by applying to this office. These applications will be referred to a committee of the national association at their first meeting and voted upon.

We believe if window trimmers will enter earnestly into this plan that a national association may easily be formed that will prove of inestimable benefit to all members. As a matter of fact, such an association should have existed long ago. We wish it understood that *THE SHOW WINDOW* has taken the initiative in this matter simply because some one must set the wheels moving. We shall be glad to receive endorsements of this plan from every trimmer in the country.

During the next two months there was much correspondence between Mr. Baum who acted as temporary secretary and representative window trimmers with the result that about thirty were enrolled as members of the proposed organization. In the May issue of *THE SHOW WINDOW*, Mr. Baum published a gen-

Baum who is now famous throughout the world for his children's books and the two popular comic operas, "The Wizard of Oz" and "The Tik Tok Man of Oz," which have amused millions. Back in 1898, Mr. Baum was editor of *THE SHOW WINDOW* now *MERCHANTS RECORD AND SHOW WINDOW*. Then as now that pub-

eral outline of the objects and requirements for membership in the new association. This is too long for us to reproduce here but the ideas are substantially the same as those embodied in the present constitution and by-laws of the N. A. W. T. of A. The membership at this time was announced as follows:

Acker, A. L., Detroit, Mich.
 Brown, J. R., Charleston, Va.
 Baum, L. Frank, Chicago, Ill.
 Connell, R. J., Joliet, Ill.
 Crowley, E. J., Hannibal, Mo.
 Ehrlich, Jas. M., St. Louis, Mo.
 Gould, Geo. M., Portland, Me.
 Griffith, Chas. S., Chicago, Ill.
 Hoyt, Chas. W., Chillicothe, Ill.
 Jungblut, Aug. W., Ithaca, N. Y.
 Kaiser, E. L., Chicago, Ill.
 Leslie, Richard H., New York, N. Y.
 Lockerson, C. J., Trenton, N. J.
 Lynch, S. D., Connersville, Ind.
 McCloskey, M. E., Joliet, Ill.
 Mentzel, Julius R., Oshkosh, Wis.
 Mitchell, F. C., Newton, Ia.
 Mohnkern, M. M., Hartford City, Ind.
 Morton, Chas. W., Sacramento, Cal.
 Olson, C. W., Carthage, Mo.
 Reupke, Aug. H., Chicago, Ill.
 Stellner, Wm. F., Danville, Ill.
 Stritt, Rudolph, Winona, Minn.
 Sawyer, Will W., Joliet, Ill.
 Smith, L. E., Allentown, Pa.
 Thomas, Jno. W., Jr., Grand Junc., Col.

Further correspondence by Mr. Baum resulted in a number of other memberships during the next few weeks. An election by mail of officers and to determine the place of meeting for the first convention, which was set for August 1, was held May 20, 1898. Chas. S. Griffith of Chicago was elected the first president of the association and George Edward Macfaddin, then employed at the Fair in Chicago, was selected for secretary and treasurer. There were twenty-three vice-presidents elected, one being chosen from each of the states they represented. A Committee on Constitution and By-Laws was—Richard H. Leslie, New York, L. Frank Baum, Chicago and Charles W. Morton, Sacramento. THE SHOW WINDOW was chosen as the official organ which it has remained uninterruptedly to the present day.

It was also determined by this election, by mail, that—Applications for membership should be accompanied by a written recommendation by some business house in good standing, and by \$1 to cover initiation fee. Window trimmers of three or more years' experience were eligible to active membership. Those having less experience were eligible to honorary memberships with the understanding that they would be taken into full membership as soon as their full term of three years service was completed. Such was the manner in which the organization of this association was perfected prior to its first meeting.

Arrangements were completed by Secretary Macfaddin to hold the first convention at the Palmer House in Chicago and the first session was set for 2 p. m., August 1. Urgent invitations to join the association were sent out to eligible window dressers

and the meeting took place according to schedule. Judged by the meetings now held by the association, this first convention did not make much of a showing, but considering the difficulties with which the promoters had to contend in getting the boys together, it was a big success. What they lacked in numbers they made up in enthusiasm. A good constitution and by-laws were adopted, a number of interesting papers were read and a banquet was held. The following officers were elected:

President: Charles S. Griffith, Chicago.
Vice President: Richard S. Leslie, New York.
Directors: L. Frank Baum, August H. Reupke, Will W. Sawyer.
Secretary: Geo. E. Macfaddin, Chicago.
Official Organ: *The Show Window*, Chicago.
Employment Committee: August H. Reupke, Chicago;
 C. W. Hoyt, Chillicothe, Ill.; H. J. Oliphant, Des Moines, Ia.
Membership Committee: Duncan J. B. Macgregor, Boston;
 C. J. Lockerson, Trenton, N. J.; George E. Lash, Elkhart, Ind.
Reception Committee: Ed O'Malley, Bloomington, Ill.;
 E. W. Berger, Joliet, Ill.; O. M. Edgar, Oneonta, N. Y.

Chicago was chosen for the next convention city and the convention adjourned, its promoters well satisfied with the results of the first meeting. It was a big undertaking, this first meeting, and the chief purpose was to start the ball rolling, to stir up enthusiasm and develop a spirit of fraternity. From this little beginning has been developed the big, enthusiastic organization of today, and the founders deserve great credit for what they accomplished under the adverse conditions of fifteen years ago. From the initial meeting in Chicago, the N. A. W. T. of A. has continued to hold a convention during the first week in August of each year. The second meeting was in Chicago and those that followed have been held in the following cities in the order in which they are named: Buffalo, Indianapolis, Milwaukee, Nashville, St. Louis, Chicago, New York, Niagara Falls, Detroit, Philadelphia, Cincinnati. The last two meetings were held in Chicago.

The attendance of the meetings in the various cities has varied from year to year but only in the two last meetings in Chicago have the window dressers of America been well represented. This attendance is due in part to the location and attractions of Chicago as a convention city, but more to the fact that the programs of the conventions of 1911 and 1912 have been more attractive than those in preceding meetings. The exhibits of manufacturers and dealers, introduced for the first time in a large way at the last meeting, undoubtedly proved a strong factor in its success.

After years of struggling, the association is at last on its feet and from this time on it will continue to grow in strength and influence. The convention of last year was a tremendous success but the 1913 meeting will be even greater. And all future meetings, wherever they are held, will be progressively bigger and better for the N. A. W. T. of A. has at last come into its own.

National Association of Window Trimmers of America

OFFICERS

President, MORTEN HOFFSTADT, Milwaukee, Wis.

First Vice-President, J. L. HAINES, Lancaster, Pa.

Second Vice-President, H. L. HARPER, Grand Rapids, Mich.

Third Vice-President, W. G. SMITH, Denver, Colo.

Treasurer, JOHN GRANNEL, Evansville, Ind.

Secretary and Manager Employment Bureau, P. W. HUNSICKER,
132 Monroe Ave., Grand Rapids, Mich.

BOARD OF DIRECTORS

Chairman, C. J. POTTER, Lancaster, Pa.

G. W. HUBBARD, Elgin, Ill.

E. J. REDMOND, Elkhart, Ind.

The Biggest Convention

Preparations Have all Been Completed for the Greatest Meeting Ever Held by the Association—Better Program—Better Entertainment Features—Better Exhibits by Manufacturers and Dealers—Better Prizes Offered

EVERYTHING is ready for the big Chicago convention of August 4-5-6-7. Every detail has been arranged for and the various committees are proud of their work. For months they have been planning and hustling to make this the greatest meeting ever held by window dressers. Possibly there may be some who were present at the last meeting who will think it impossible to hold a better one. To these we can only say come and see. Everyone who attended the last big meeting held in Chicago went away enthusiastic over the wonderful success of the affair, but the convention this year will be as far ahead of the last one as the 1912 convention was ahead of all former meetings.

The program will be better.

The entertainment features will be better.

The attendance will be better.

The exhibits of manufacturers will be better.

The prizes offered will be better.

THE PROGRAM

Elsewhere we publish the program practically complete. Read it over carefully and you will find the names of some of the most eminent authorities on all branches of window dressing and show card writing. All of these men are known to you by reputation and you are familiar with their work. Every man on this list has something new up his sleeve for this meeting. Each one has spent much time and work in the preparation of a demonstration that will be entirely new. These demonstrations will be strictly

up to date and will represent the most advanced ideas on the various subjects upon which they treat. From the moment the convention opens, until the last minute, there will be some entertaining and instructive feature in progress. The program in itself will be a liberal education in advanced window dressing methods, compressed into the short period of four days—four days in which more can be learned than would be picked up in the ordinary course of experience as many years.

FREE ENTERTAINMENT

The entertainment features of the meeting will be all that could be desired. A big fund for this purpose has been provided through the money received for exhibitors' booths. All of the visitors will be treated to a free moon-light excursion on Lake Michigan with a fine vaudeville performance. There will also be a free buffet lunch, vaudeville and smoker as a closing feature of the meeting. In addition there will be various other ways provided for passing in an enjoyable way the time not occupied by the regular sessions in convention hall. Chicago is one of the most hospitable summer resorts in the world and her doors will be thrown wide open to the visiting decorators. There will not be a dull minute during the four days of the meeting.

THE ATTENDANCE

Last year's meeting in Chicago was the first in which the attendance has been anything like what it should be. Up to that time, there were many who

were doubtful as to the importance of the N. A. W. T. of A., and did not attend the meeting for fear of being disappointed. This doubt was completely removed by the last meeting. When nearly six hundred representative decorators from nearly every state in the union got together last year, it was demonstrated that the N. A. W. T. of A. is a powerful organization for the advancement of window dressing. The program that was carried out last year proved to be the most skeptical that these annual conventions offer a great educational opportunity that no live decorator can afford to ignore. This year the attendance will be far greater than last year. In many big cities the window dressers are planning to come in a body. It is safe to say that every decorator who can possibly do so will be in Chicago during the first week in August. Among those present will be the big men from all over the United States and Canada. Other countries will also be represented. Hundreds of decorators who have only read the names of fellow workers in other parts of the country will have an opportunity to meet each other face to face and to exchange views and trade experiences.

DEALER'S EXHIBITS

The exhibits of dealers and manufacturers of window dressers' and card writers' supplies and equipment will alone be worth coming to Chicago to see. There will be more than fifty exhibitors who will vie with each other to show the latest and best of their products. Everything that is used by the window or card man will be displayed and explained by experts. All of the latest decorative materials will be shown, giving the visitor an opportunity to compare the goods side by side preparatory to making purchases. Decorators will be enabled to make a more intelligent selection of materials for their fall windows and in many cases will be able to save the price of the trip through buying their equipment on the spot instead of making selections from catalogues. There will be nearly twice as many exhibitors represented as last year. Considering this feature, every merchant could afford to pay the expenses of sending his decorator to the meeting. A list of the exhibitors and further information is given elsewhere in this issue.

FINE PRIZES OFFERED

There are fifty-three prizes offered by the association for show window displays, card work and other forms of decoration. These prizes cover twenty-seven classes so that every man, no matter what his specialty may be, can enter the competition and have his work judged under the most favorable conditions. Never before have so many prizes been offered by the association. In addition a number of other prizes are offered in money, cups, etc., by dealers in various lines. Unquestionably, the large number of prizes and their unusual value will bring out a great amount of unusually good work and the competition will prove a notable one in every respect.

GET BUSY AND COME

The big meeting is now only a few weeks ahead and every decorator should make his plans to be present—if he has not done so already. No matter how far you have to travel you will be mighty glad you came. This will be a history making convention—it will make history for the association and for window dressing and display in general. Hundreds of letters have already been received stating that delegates will come from coast to coast and from Canada to Mexico. These include a great number who have never before attended a convention of the association. Conservative estimates of the attendance range from 800 to 1,000.

OFFICIAL HEADQUARTERS

The Auditorium Hotel has again been selected as the official headquarters of the N. A. W. T. of A. during the convention to be held next month. This selection will meet with the approval of every one who attends the meeting.

The Auditorium is one of the largest and best hotels in Chicago. It is thoroughly modern in all of its appointments and the service is celebrated all over the world.

The location is ideal for an August convention, as the hotel faces directly on the lake and cool breezes can be depended upon at all times. The convention hall is a magnificent room, 44 by 94 feet in size, on the ninth floor, looking out upon Lake Michigan. At the same time, the Auditorium is within five minutes' walk of the big State street stores. Special low prices have been arranged for the window trimmers' convention as follows:

Single room, without bath, one person, \$1.50 per day and up.

Double room, without bath, two persons, \$3.00 per day and up.

Single room with bath, one person, \$2.50 and up.

Double room, with bath, two persons, \$4.00 and up.

The fact that the Auditorium Hotel is to be the headquarters will add much to the pleasure of everyone attending the Chicago convention. The visitors will be assured of light, comfortable rooms, the best of service, convenient location and very reasonable charges.

THOSE ON THE PROGRAM

Last month we gave a partial list of the men who will help to make the program a big success. We give below a list of the names and refer our readers to last month's issue for further information as to the subjects that will be handled by these well known authorities:

J. Elmore Tannehill—Head window dresser for Carson, Pirie, Scott & Company, Chicago.

Arthur W. Lindblom—Head window dresser, sales captain and superintendent of buildings for New



ON the opposite page is reproduced the New Way advertisement from the *Saturday Evening Post* of June 21.

You are interested in this advertisement. It is part of our service to the ready-wear clothing merchants who are giving New Way Service to their customers.

Are you one of these merchants? Have you a *New Way Store*? By all the testimony of more than Two Thousand leading Clothiers of America—the New Way is *the indispensable method and equipment*. Success in competition is coming to be more and more a matter of service.

Read the book: "How to Merchandise the New Way." Send your name on a post card for a copy—FREE. Address Dept. S.



Grand Rapids Show Case Company

The Largest Show Case and Store Equipment Plant in the World
(Licensed under the Smith Patents)

Grand Rapids, Michigan

Show Rooms and Factories:

New York, Grand Rapids, Chicago, Boston, Portland

DOES YOUR CLOTHIER THINK ABOUT YOU?

THE Key-note of modern business is Service. What is service? In general, it is something done in the interest of another.

In store keeping it means considering the customers' interests first.

The successful store today is founded on service.

Let a merchant ask the credit-man of any large wholesale house. He will tell him that ideals of new and better service plus the energy and organizing ability to carry them out are a better guarantee of mercantile success than mere capital, however ample. This seems so plain, one might think every dealer would see it. Yet we find that stores differ greatly in service. What is the matter?

You Can Tell by the Kind of Service He Gives You

The fact is that this new demand for service calls for a higher type of merchant. It calls for higher qualities than some merchants possess—for instance, the quality of imagination.

It takes imagination to put yourself in the other fellow's place, and that is what service means—seeing the thing as your customer would see it.

The old style of successful business man knew exactly what he wanted—for himself.

The new type of merchant sees your side of the picture and believes that the way to get what he wants for himself is by good service to you.

Does He Show an Interest In Your Individual Clothes?

In the clothing store, service means a number of things: prices, styles, the way you are treated and the way the goods are treated.

Where do we find the worst service today in the clothing business?

It is in those stores where the dealer thinks of his goods as "stock"—where he treats his suits and overcoats as "stock"—where he buys in the lump and thinks of his profits in the mass—where he is either too stupid or lacking in imagination to think about you and your clothes.

Yet your clothes to you are the most intensely individual thing in the world. You have to wear them, live with them. They must accompany you, introduce you, explain you and represent you wherever you go.

A hundred piles of suits are of no interest to you. The only thing you care about is the chance to see, com-

of the personal appeal—would think a little about you.

Of one thing you may be sure—this method of thinking about clothes in the mass and showing them in the lump does not represent the highest ideals in the clothing business, nor the best clothes—nor the fairest prices either.

Fortunately there is the new kind of dealer, who does think about you. He considers his garments individually when he buys them, and he keeps every one in its natural form on a separate hanger behind glass in a New Way Crystal Wardrobe.

Let us say right here that the best looking clothes, the most stylish, the best value for the money, are the clothes you buy ready-to-wear. There are so many reasons for this that we are going to write a book about it. There never was a bigger mistake than the idea that to get individuality in your clothes you must have them made to measure.

The New Way Means Service to the Clothier as Well as to His Customers

Now, we are not in the clothing business. We are the world's largest

manufacturers of modern store fixtures and equipment. We have done more than most people know to bring about the new way of merchandising in all lines. We have succeeded, because we have known but one master—and that is the ultimate consumer. We have thought about you.

We have our own ideas of service to our patrons, too. When we equip a man's store in the new way we have not finished with him, but just begun.

We help the people of his community and the whole country to understand what his new service means—and the people respond.

Stores that identify themselves with the New Way equipment and methods increase their business twenty-five to fifty per cent., and they hold what they gain.



The New Kind of Dealer, Who Does Think About You. He Respects the Personality of His Customers, and Carries Every Garment on Its Individual Shoulder Form in a New Way Crystal Wardrobe.

pare and select intelligently the one suit you are to wear.

Your suit or overcoat is a personal question, not a stock question. You are not interested in clothes in the lump, yet look around some stores—at the counters and stock tables! You see nothing but lumps—lumps of suits, lumps of overcoats. The clerk yanks a garment out of a lump and expects you to be happy about it.

For the Highest Type of Service—Find the New Way Clothier

One would think that a clothier who was nothing more than intelligently selfish would see the wisdom

Grand Rapids Show Case Company

*The Largest Show Case and Store Equipment Plant in the World
(Licensed under the Smith Patents)*

Grand Rapids, Michigan

Show Rooms and Factories: New York, Grand Rapids, Chicago, Boston, Portland

England Carpet & Furniture Company, Minneapolis, Minn.

Walter G. Smith—Head window dresser for Gano-Downs Company, Denver.

Albert A. Koester—Formerly with Marshall Field & Company, founder of the Koester School and an international authority of window display.

M. E. Smeby—One of the founders of the Twin City School of Window Dressing and formerly with M. L. Rothschild of St. Paul, Minn.

Will H. Bates—Instructor of Draping of the Koester School, Chicago.

B. J. Millward—Head window dresser for Mannheimer Brothers, St. Paul, Minn., and an authority on all branches of window work.

G. A. Smith—With the Economist School of New York and formerly in charge of windows of leading stores.

E. D. Pierce—Chief window dresser for Sibley, Lindsay & Curr Company, Rochester, N. Y. One of the best known designers of special displays.

E. O. Burd—With the Koester School of Chicago. Designer of special backgrounds.

Al. Hurst—Manager of the Economist School of New York and an authority on display managing and the application of window display to the advertising of goods by the manufacturer.

G. Wallace Hess—The foremost department store card writer of the world.

L. O. Butcher—Conceded to be the foremost manipulator of the air-brush in connection with show card work.

There will be a number of other well known experts on the program and it can be confidently promised that if there is at any time an intermission of a few minutes there will be a man of national reputation on hand to fill in the gap with some instructive demonstration. Whenever time permits, there will be impromptu demonstrations of new and useful ideas. There will be a complete equipment of merchandise and fixtures so the operators will work just as they would in a window.

In addition to the demonstrations there will be on exhibit examples of some of the best work of decorators whose names are known from ocean to ocean. Herman Frankenthal, head window dresser for B. Altman & Company, New York, will have an exhibit of what he considers to be his best work in the way of draping. Jerome A. Koerber, head window dresser for Strawbridge & Clothier will exhibit a series of colored drawings of window and interior displays that have never been exhibited before. There will be other highly interesting exhibits of the same character.

LIST OF PRIZES

- Class 1—Best and most original window display of any class of merchandise for Holidays or Openings. Originality, execution and effect to be considered.
- Class 2—Best window display of Women's Ready to Wear.
- Class 3—Best window display of Men's or Boys' Ready to Wear.
- Class 4—Best window display of Millinery.
- Class 5—Best window display of Men's or Boys' Hats.
- Class 6—Best window display of Furnishing Goods.
- Class 7—Best window display of Underwear.
- Class 8—Best window display of Shoes.
- Class 9—Best window display of Notions.
- Class 10—Best window display of Hardware.
- Class 11—Best window display of Drugs.
- Class 12—Best window display of Furniture, Rugs and Draperies.
- Class 13—Best window display of any line not mentioned here.
- Class 14—Best and handsomest effect with artificial flowers used in a window display.
- Class 15—Best counter, table or ledge display.
- Class 16—Best drape used in a window or interior display.
- Class 17—Best interior or exterior decoration, including store, hall, home, church or garden.
- Class 18—Best float.
- Class 19—Best and most effective background. Either photo or drawing may be submitted.
- Class 20—Best drawing or water color suggestion for a window trim.

The winners of First Prize in each of the above classes receive a Silver Medal and ten (10) points credited on the Grand Prize.

The winners of Second Prize in each of the above classes shall receive a Bronze Medal and five (5) points credited on Grand Prize.

Class 21—Best ten (10) show cards, any size, color, shape, style of lettering or decoration. Variety, color, effect, style and execution to be considered.

First Prize, Silver Loving Cup and twenty (20) points on Grand Prize.

Second Prize, Silver Medal and ten (10) points on Grand Prize.

Class 22—Best ten (10) pen lettered cards—five to be quarter sheet and five to be half sheet size, any color. Any style pen may be used, borders or decorations if used must be done by pen. Style and execution only to be considered.

Class 23—Best ten (10) brush lettered cards. Five to be quarter sheet and five half sheet size. Any color or style of lettering may be used; all designs, decorations and lettering to be done by hair brush. Style, execution and color combination to be considered.

Class 24—Best ten (10) black and white cards, none larger than half sheet size, to be done with brush or pen, no color or fancy decoration to be used. Plain border may be used. Style and execution to be considered.

Class 25—Best collection of ten (10) air-brush designs. Any size, shape or color. Execution, color combination and harmony, and design to be considered. Cards may be lettered but lettering will not be considered.

First Prize winners in Classes 22, 23, 24 and 25 shall receive a Silver Medal and ten (10) points on Grand Prize.

Second Prize winners in Classes 22, 23, 24 and 25 shall receive a Bronze Medal and five (5) points on Grand Prize.

Class 26—Best collection of ten (10) window displays. Rule governing in Class 1 to apply in this case.

First Prize, a Silver Loving Cup and twenty (20) points to apply on Grand Prize.

Second Prize, a Silver Medal and ten (10) points to apply on Grand Prize.



A STUDY OF VACATION DISPLAY WINDOWS



Will be one of the interesting features of the courses at

The Koester School

During JULY and AUGUST

WINDOW TRIMMING
SHOW CARD WRITING
and RETAIL ADVERTISING

FOR THE VACATION SEASON as taught at the Koester School, practice becomes easy to



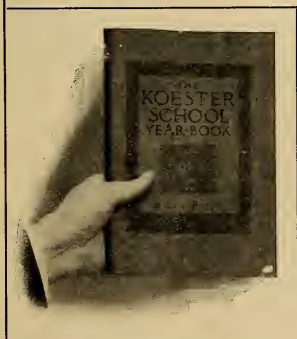
well as for all other seasons, as by the methods of theory and master.

The clerk who may now be earning a small salary can add a complete knowledge of these three professions in a few weeks' course of study at the Koester School to lead to an increase in salary. Experienced window dressers can brush up and improve on their work in the short vacation courses to add to their earning capacity and all may take advantage of the convention of The National Association of Window Trimmers of America which meets in Chicago during the first week in August to join this organization.



Here is how you can make this vacation the most profitable and pleasant one you have ever spent: **File a Koester School Enrollment Now**

for a vacation or a longer course to start on some Monday in July or August. Then you can spend your vacation in the greatest summer resort in the country. You can add to your knowledge of merchandising, in the study of window trimming, show card writing and advertising, any one of these separate or in combination and you can attend the convention, to exchange ideas with professionals. From 400 to 600 will be here. Will you join.



Ask For Our
FREE
Window Trimming
Book of 100 Pages



THE KOESTER SCHOOL

304-6-8 Jackson Boulevard
Chicago



Class 27—GRAND PRIZE—A handsome Loving Cup valued at \$50 to be awarded to the contestant winning the greatest number of points in the above classes.
The total number of points are—Firsts 280
Seconds 140

Grand total number of points.....420

SPECIAL PRIZES

In addition to the foregoing prizes there will be a number of specials offered by various manufacturers. At the time of going to press it was impossible to secure a complete list of the special prizes. Those that have been announced are as follows:

THE KOESTER SCHOOL OF WINDOW DRESSING offers a \$50.00 Post Graduate Course to the Koester graduate who wins the greatest number of prizes in the contests held during the convention.

THE SCHACK ARTIFICIAL FLOWER CO. offers \$100.00 in prizes as follows: One silver loving cup valued at \$50.00 for the best decorated automobile trimmed with flowers and decorative sheeting. One silver loving cup valued at \$50.00 for the best decorated float trimmed with flowers and decorative sheeting.

O. C. WOLD offers a prize of an air brush, Model A-1, to the winner of the First Prize in Class 25, for the best air-brush work.

THE BOTANICAL DECORATING CO. offers \$25.00 in gold as follows: \$15.00 to the winner of First Prize in Class 14; \$10.00 to the winner of Second Prize in the same class.

THE ECONOMIST TRAINING SCHOOL offers an \$80 Combination Advertising and Salesmanship course to the competitor showing the best display from a merchandising and selling point of view.

PRIZE CONTEST RULES

In the foregoing prize contest, the same photograph may be entered for several prizes. For example, an opening window of women's ready to wear, in which artificial flowers are used, may be entered in Class 1, Class 2, Class 14, and again, with nine others in Class 26. Thus one photo may be entered in four classes with a possible chance of winning 50 points on the grand prize and several of the special prizes. With ten photos in different lines it would be possible for one contestant to win thirteen prizes and a total of 140 points toward the grand prize. Printed slips will be provided to be attached to each photograph showing in which classes it is entered. Only the nom de plume of the contestant will appear on this slip. The same nom de plume or number will also be placed in an envelope in which is put the name of the competitor. These envelopes will be left with the contest clerk.

Coming In A Special Car

THE Twin City Window Decorators' Association of Minneapolis and St. Paul have made arrangements to come to the Chicago convention on a special train. Practically every member of the association will be on hand. This certainly is a live organization which shows what can be done in the way of local organization when the matter is gone into in the right way. All of the members of the Twin City Association are enthusiastic over what they have accomplished and there can be no doubt that greater benefits are yet to come. Meetings are held regularly and all of them are well attended.

Notice

BROTHER Trimmers, have you ever thought of joining the National Association of Window Trimmers of America?

All up to date display managers are becoming members—why not write today for that application blank and other information concerning the association.

We want all the live ones with us, so that they may be benefited by becoming members.

Think this over and bring a friend with you to our next convention. Meet us in Chicago and see what sort of a crowd we are. You will find the best in the business there and wouldn't you give something to meet these fellows, talk to them and exchange ideas with them and become a member of the same organization to which they belong?

Don't be afraid to write for that application and other information now!

Truly yours,

M. Hoffstadt, Pres. N. A. W. T. of A.,
14 Irvington Court, Milwaukee, Wis.

Notice-Locals

TO THE members of local organizations of window trimmers I wish to say that all such associations that have not as yet made application for their charter in order to be affiliated with the National Associations of Window Trimmers of America, should send in such applications at once that they may have a voice in the coming convention and thereby be entitled to all privileges. Such application should be made to the president or the secretary.

Very truly yours,

M. Hoffstadt, Pres. N. A. W. T. of A.
Milwaukee, Wis.

Committee Appointment

I HEREBY announce the appointment of Messrs. P. W. Hunsicker, H. L. Harper and A. F. Baldwin, all of Grand Rapids, Mich., as a committee to draft an amendment to the by-laws of the association governing local organizations to be affiliated with the N. A. W. T. of A.

M. Hoffstadt, Pres. N. A. W. T. of A.

To All Trimmers

I INVITE you to be present at the next convention of the N. A. W. T. of A. to be held in Chicago, at the Auditorium Hotel, August 4-5-6-7, 1913. Come whether you are a member or not. It will be worth your time to be present as the committee of arrangements has made preparations for a highly instructive and thoroughly enjoyable time. It will be a meeting that will be worth coming a great distance to take part in and you will find yourself very welcome. Bring a friend with you.

Very truly yours,

M. Hoffstadt, Pres. N. A. W. T. of A.



Futurist panel and drape arranged over the new Futurist draping form by C. J. Nowak, Instructor in fabric draping for E. T. S.

THE ECONOMIST FASHION DISPLAY

The vital thing in draping is to know that your drapes are absolutely correct in style and color tendencies.

That's where the Economist Training School has a distinct and decided advantage for its students, in the fact, that, the Dry Goods Economist imports semi-annually thousands of dollars worth of garments direct from Paris.

From this showing, our draping experts originate the new drapes, often designing practical forms especially, to meet the fashion requirements.

The Dry Goods Economist Fashion number of 264 pages, issued June 21st, will give you an idea of the extensiveness of this display. Copies of this issue will be forwarded prepaid, for 50c.

We are now teaching fabric drapes to suggest accepted styles, months in advance of the time when the actual garments will be displayed in the retail stores.

Think what this means to you. These are ideas you will require to make your early Fall window showings right, from the Fashion view point.

Knowledge is power, and when you come to the Economist Training School, you will be agreeably surprised what practical details the instruction will give you, both in lectures and demonstrations.

Our two weeks' Vacation, or Post-Graduate course in Window Trimming or Display Managing, including advance lettering and show card ideas, \$30.

Economist Training School offer eighty dollar combination advertising and salesmanship course to the man showing the best display from merchandising and selling standpoint, submitted at the 16th Annual Convention of N. A. W. T. of A., Chicago, Aug. 4 to 7, 1913.

Economist Training School

The Instruction Department of the Dry Goods Economist

233-43 W. 39th St.

New York City



New ideas in shirting drapes originated by G. A. Smith, men's wear instructor for E. T. S.

Advertising
Display Managing
Window Trimming
Retail Salemanship
Show Card Writing



The Sixteenth Convention

ARE you ready for the big meeting? It is only a short time till we shall get together in the greatest convention of window trimmers that has ever been held. We have assurances from all parts of the United States and Canada, from live window trimmers saying that they are coming. The "dead ones," of course, will not be there and possibly there are a few who would like to come but find it impossible. Nevertheless there will be a big crowd of enthusiastic window workers on hand to enjoy the splendid program that has been prepared. Are *you* coming? If not, you will miss an opportunity that will not come again for another year.

Welcome is the watchword of this meeting. Every one will be welcome and can participate in all of the benefits of the meeting. Come whether you are a member or not—you will find the glad hand awaiting you. Read over the prospectus of the convention in this number and decide whether or not you think it worth while to be with us on this great occasion.

And now, just a word to old members of the association. The books belonging to the N. A. W. T. of A. prior to 1911 are still in the possession of a former secretary and the present secretary can only report those members who have paid dues since August 1, 1911. If you have done so, you are on the membership roll, but if you have not done so, we specially urge you to get in line. The secretary will be pleased to hear from you before he closes his report for the year ending July 31, 1913. Help to make this a banner report by sending in your dues now.

Meet us all in Chicago Monday morning, August 4. You are assured that the program that has been arranged will be the best that has ever been presented and you will have a splendid and a profitable time during the four days of the meeting. You can't afford to miss this meeting if you are a live trimmer.

P. W. HUNSICKER, Secretary.

× ×

Grand Rapids Local

THE Grand Rapids Window Trimmers' Association of Grand Rapids, Mich., have voted to join the national association and will attend the Chicago convention in a body. This city has a live organization that is up and doing all the time and no doubt this local will be much in evidence at the big meeting with Vice President Harper, Secretary Hunsicker, M. S. Lawrence and others.

× ×

LW. KITE, for many years with the Dwyer Company of Columbus, O., as decorator, is now occupying the same kind of position for Kline's at 421-423 Race street, Cincinnati, Ohio.

Bismarck Garden

BISMARCK Garden, Chicago's pioneer concert resort, opened its summer season Saturday, June 14, and visitors will find this fashionable retreat much enlarged and materially improved. There will be found a natural park adjunct, a tract of land to the south of the garden replete with ancient forest giants, having been annexed. Promenades, lawns, flower beds, shrubs and a blue illuminated fountain, make this addition an ideal place to stroll during concerts, with the sounds of music mellowed with distance. The walls of the Swiss pavilion have been removed so that the woodland coolness of the added tract shall permeate all recesses of the garden proper. Under the central arch of the pavilion has been erected a stage to be given over to open air cabaret offerings. Frame-work which supports canvas shelter that can be instantly unfurled in case of showers, extends from all the covered verandas. Bacchante's Bower supplants the Nipponese Nook of last season and offers intimate environment for parties of restricted number.

Artistically there will be a decided afflux to the measure of first class attractions of a concert garden nature offered during past seasons. A program headed by a concert band and bristling with European novelties and the best of American cabaret and concert talent will continue from 6:30 p. m. to 1:00 a. m., with all-afternoon matinees on Saturdays and Sundays.

Theodor Roemhildt, an eccentric musical director, who is accounted a "scream" in Berlin cabaret circles, will appear daily, supported by his original Berlin ensemble of ten musicians. Others to be seen and heard on all bills comprise the Stevens Cabaret Four, a vocal quartette which has been scoring heavily at recent concerts in the Bismarck winter garden; Mlle. Natalie, a premier danseuse who is making her first and only appearance in America at the garden, as she returns in August to Paris where she is under contract to the opera, and Mons. Ferrari, who dances with her and is known to fame as the man who taught New York society the tango; several soloists, who are to be heard with band and with orchestral support, and strolling serenaders, who will sing and twang string instruments, imparting a Venetian touch to the scene.

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IT IS TRUE that some businesses have grown to large proportions without the aid of advertising—but just think how much faster they would have grown, and how much greater if they had advertised.

× ×

HONEST advertising laws that have been passed in various states are beginning to make their influence felt. Numerous prosecutions of fraudulent advertisers and enough of them have resulted in convictions to satisfy those who have brought about this legislation. It is somewhat discouraging for a crooked advertiser to be arrested and proved to be a liar before the public whom he has been accustomed to bunco.



Lars Smeby



Martin E. Smeby

Let the Smeby Bros.
Prepare You for a Successful Career

**Come With Your Expectations Tuned to the Highest Pitch
 You Will Not Be Disappointed**

We point with pride and gratification to our "motto:" *This school's success has been made by the success of its students.* This alone should be a guarantee of our reputation and ability as instructors.

**The Smeby Bros. Take Full Responsibility and Credit
 For the Success of Their Students**

We are jealous of our reputation as window dressers and instructors, and cannot afford to let anyone else take credit for our work, and you may be sure we are as anxious that the reputation made for ourselves and school is maintained by the success of our students.

Vacation

A short "Vacation Course" in our school is equal to an apprenticeship of several years under any high-grade display manager.

Testimonials

We have hundreds of unsolicited testimonials from former students who are now reaping the benefits of a scholarship in our school. We furnish the names of these upon request. Here's one just received.

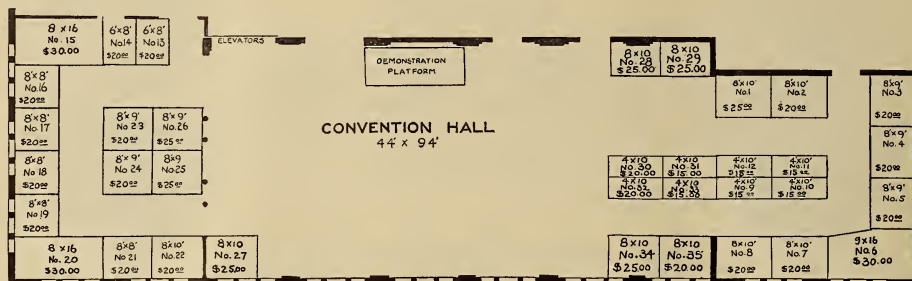
Quotation from letter by Mr. A. L. Hawkinson, student of the Twin City School; Display Manager for Stern & Field's chain of stores, Moorehead, Minn., Wapeton, N. Dak., Hancock, Mich., and Fergus Falls, Minn.:

"The Fergus Falls store is a dandy. I was there last Friday and Saturday looking after the windows and was very successful. I might say I gave the Twin City School a good ad. as several merchants asked me where I gained my ability, and of course I referred them to Smeby Bros. Twin City School of Window Dressing."

Write for Catalog and General Information

TWIN CITY SCHOOL OF WINDOW DRESSING
 15 and 17 South Seventh Street MINNEAPOLIS, MINN.

Equipment and Supplies for Window Dresser and Show Card Writer



ABOVE is shown the floor plan of the Convention and Exposition Halls situated on the ninth floor of the Auditorium Hotel, Chicago, overlooking Lake Michigan. It will be noted that this is practically the same plan that was used last year with the exception that more space has been devoted to the booths for exhibitors. This was made necessary by the greatly increased demand by dealers who realize the value of this opportunity to exhibit their products to hundreds of representative window dressers and merchants.

All of the money that is obtained from the sale of space in the Exhibition Halls is turned over to the entertainment fund and for other uses of the association. When the plan of the booths had been prepared, notices were sent out simultaneously to all manufacturers and dealers who would be likely to take space and every booth was quickly subscribed for. Had there been twice as many, they could have been sold readily. This is an eloquent testimonial as to the belief in the success of the coming convention.

Following is a List of the Exhibitors

Air Brushes and Supplies.

- L. O. Butcher, Booth No. 34.
- Paasche Air Brush Co., Booth No. 15.
- Thayer & Chandler, Booth No. 34.
- O. C. Wold, Booth No. 35.

Art Window Valances and Puffed Shades.

- Art Window Shade Co., Booths Nos. 28 and 29.

Artificial Flowers and Decorations.

- L. Baumann & Co., Booth No. 13.
- Botanical Decorating Co., Booths Nos. 7 and 8.
- Schack Artificial Flower Co., Booths Nos. 16 to 19.

Backgrounds.

- Bodine & Black, Booth No. 27.
- Wil-Kirk Products Co., Booth No. 2.

Card Writers' Supplies.

- Carters' Ink Co., Booth No. 4.
- Bert L. Daily, Booth No. 15.
- G. Wallace Hess, Booth No. 35.
- Wallbrunn, Kling & Co., Booth No. 3.

Composition Board.

- Beaver Board, Booths 16 to 19.

Display Fixtures and Forms.

- Crystal Fixture Co., Booth No. 2.
- Curtis-Leger Fixture Co., Booth No. 26.
- Great Western Fixture Works, Booth No. 21.
- D. J. Heagany Mfg. Co., Booth No. 29.
- Hugh Lyons & Co., Booth No. 24.
- Model Form Co., Booth No. 5.

Display Fixtures and Forms.

- Norwich Nickel & Brass Co., Booth No. 31 and 33.
- Reflector & Hardware Specialty Mfg. Co., Booth No. 22.

Decorative Papers.

- American Lithographic Co., Booths 16 to 19.

Instruction Courses.

- Economist Training School, Booth No. 32.
- Koester School, Booth No. 12.

Metal Signs.

- Chicago Metal Sign Co., Booth No. 10.
- James H. Matthews & Co., Booth No. 25.

Publications and Books.

- G. Broes Van Dort Co., Booth No. 11.
- Dry Goods Reporter, Booth No. 9.
- Signs of the Times, Booth No. 14.
- Staulcup, M. P., Booth No. 27.

Store and Window Lighting.

- Curtis-Leger Fixture Co., Booth No. 26.
- H. W. Johns-Manville Co., Booth No. 1.
- Pittsburgh Reflector & Illuminating Co., Booths Nos. 28 and 29.
- W. B. Thompson Co., Booth No. 23.

Store Front Construction.

- Zouri Drawn Metals Co., Booths Nos. 28 and 29.

Time Switches.

- National Time Switch Co., Booth No. 30.

Wood Display Fixtures.

- Interchangeable Fixtures Co., Booth No. 20.
- Poly Fixture Service, Booth No. 6.



Many Special Features

That will be of great interest to the window trimmer, are being designed and carried out and will be exhibited at the Convention and also at our show rooms.

You Cannot Afford to Miss

this opportunity to look over our various decorative features; and the quality of each article at an unusually low figure will be a revelation to you. Decorative panels, landscapes, pedestals, urns, dividers, etc. Complete backgrounds will be also exhibited in our show rooms to give you more clearly the idea of our special work. Visit our show rooms and we will be on hand to explain every detail.

Designers and Manufacturers of Decorative Backgrounds for Show Windows.

Bodine & Black

856 North State Street

J. C. BODINE

Phone North 4136

Chicago

L. C. BLACK



No. 80C
Removable Arms

Palmenberg
NEW YORK

Drapery Forms

For the latest schemes in showing latest materials for the latest gowns.

Details respecting them sent you upon application.

Write for our new catalogues, folders and display publicity.

J. R. Palmenberg's Sons

Established 1852

710 Broadway, New York

Factory: 89 and 91 West 3d Street, New York



No. 80N
Removable Arms

30 Kingston Street, 110 Bedford Street, BOSTON

No. 10 and 12 Hopkins Place, BALTIMORE

SHORT LENGTHS FOR THE AD-MAN

CLEVER ARGUMENTS BY SOME OF THE BEST AD-WRITERS—
WITH A FEW CHANGES THEY MAY BE MADE TO
APPLY TO ANY BUSINESS. WORK THEM
OVER TO SUIT YOURSELF

Women Looking for Good Dollar Nightgowns may have them very dainty, of nainsook with low neck and short sleeves, and with tiny tucks and feather-stitching and lace. Or strongly made but very pretty nightgowns of muslin with a tucked yoke and high neck and long sleeves, edged with fine embroidery. \$1.50.

Young Women's Silk Dresses Wise to Buy, \$10.—No girl ever regrets having bought a silk frock, so varied are its morning and afternoon uses—for traveling, walking and shopping and a score or more of needs. A little group notably good for \$10 includes frocks of black, blue or polka dotted messaline, one-piece style with lingerie collar and cuffs, and the new two tier skirt. 14 to 18 year sizes.

You Don't Have to Motor to Need a Dust Coat.—Women find them most convenient for protecting their best frocks when in the train or trolley, and, of course, for driving or motoring they are indispensable. Natural colored tailored linen coats, full length, as low as \$5.75, and two other models with belted backs at \$7.75.

Prescribed for Hot Weather—White Wash Silk Blouses.—Two very dainty styles in white wash silk have the low collar and three-quarter sleeves, \$3.85 and \$3.95, and in white crepe de chine is a charming model at \$5. A high collar tailored waist in prettily striped wash silk, brown, blue, black or lavender, is \$3.95.

Newness is the Charm That Attracts in These Silks.—What is new is perhaps the main attraction in costume silks, but when newness is combined with beauty the last word has been said to complete the charm. We want the Gimbel Silk Store to be known as the one place where the newest and most fashionable silks can always be found. As one customer put it: "This Silk Store is as up-to-date as tomorrow." We call attention to a few of the most favored ones—

Fresh and Dainty Wash Blouses.—In voile and batiste are a number of very pretty but inexpensive new styles, all with high collar and long or three-quarter sleeves, \$2.50 to \$3.85, and at \$5 is a really charming shadow lace blouse with low collar and trimmings of fine Swiss embroidery and net footing.

Two Thousand New Wash Waists.—Surplus supply of a maker who got to worrying over market conditions and asked us to take them off his hands. \$1 to \$1.75 for waists of \$1.50 to \$3.50 sorts. Fine linen blouses with imported hand-embroidered fronts; voiles, some with net fichus; all-over embroidered voiles and fine batistes, some with colored embroidery. Mostly low collars or collarless, and three-quarter sleeves.

Moderately Priced Linen Suits.—It's surprising what an amount of serviceability and good style can be bought here in Women's Linen Suits at from \$5.00 to \$10.00. There's a great variety, too—enabling women to choose their favorite color and model without overstepping the ten-dollar limit by even a fraction of a dollar.

Fine Panama Hats Untrimmed.—For tennis, boating and outing generally, nothing ever ousts the Panama from its place. The Panamas in this shipment are of very fine quality—and there are small shapes for matronly women; medium and large shapes for young girls. Prices \$2.50 to \$18.

Colored Dress Linen 45c a Yard.—Very few women, when they buy linen for one-piece dresses will have anything but a rather smooth ramie weave, such as is used for the coolest Summer suits. This particular ramie weave is 46 inches wide, and may be had in twenty different shades, besides white and black.

Millinery of Felt and Panama.—Just such charming little hats as women will want to take to seashore and the country—a new collection. New felt hats are medium in size and frequently in white with facing of another color, and a felt band of the same hue. Panamas in natural color, sometimes trimmed with delicate chiffons, sometimes with wings or velvet bands. Prices start at \$10.

Millinery for Mountain and Seashore.—Nothing like the fine, soft white felts—and the white panamas, which are larger. A stiff band and bow are usually trimming enough for either. Some of the newest white felts are two-toned; having underbrims of rose color or wistaria, blue, green or tan. English Redleaf hats, while not quite so simple, are equally appropriate for all outing and traveling purposes. Prices \$10 to \$25.

Prettiest Among Little Girls' Frocks Are the Dotted Swiss.—So dainty and cunning that you wonder why any other material is ever used! Then you see the others on these three tables—of white lawn and such sheer stuffs, and you begin to realize how many attractive fashions there are for little girls this season. And you wonder also how it is possible to include such large sizes as six-year in styles that sell for only \$1. The tables hold lingerie dresses for girls from two to six years, priced between \$1 and \$3.50—and those at \$2 and over are marvels of lace and embroidery prettiness, with frequent touches of ribbon.

Women's Chic Bathing Suits.—This important part of seaside costuming has been given special study by our fashion experts. The best of the foreign models have been adapted to the American woman's taste, and the best tendencies of the season are shown here in picturesque suits in refined styles.

Long Silk Gloves, 60c.—Only 2,000 pair—no more could be had for selling at such a price. Quite wonderful, we call them, and you will understand why when you feel the quality of the lustrous silk, see the making, the cut and the finishing. 14-button length, snowy white or a good black, plain or Paris point embroidery, and the fingers double tipped for better wear.

Women's Charming Summer Frocks.—You have probably gone through the ordeal many times of shopping, choosing and planning each fraction of the gowns that were to make you look your best for the season. No need to remind you of the vexatious experiences! The new way of choosing a complete gown is just in line with all modern things women are claiming—the efficiency plan—greatest results for the least expenditure. For instance, it took one woman yesterday a half hour to select six dresses, all diverse, but equally becoming and perfect. The "efficiency" way!

Cool Comfort in Women's Suits, Exceptional Values at \$8.75 and \$10.00.—For general wear LINEN SUITS are preferred by the majority of women, these we are selling at \$8.75 and \$10.00 being especially favored. They are in heliotrope, Copenhagen, brown, natural-color, white, black and Oxford, cutaway, straight front and semi-belted models, plain-tailored or trimmed.

Dainty Little Sister in a White Lawn Dress makes the rest of the family cool, just to look at her. Crisp, fresh and wholly charming with the pretty trimmings of laces, embroideries, ribbons and beading. One attractive model that costs only a dollar has flounce and neck trimming of embroidery. Others in various styles are priced up to \$2.25. 2 to 6 years.

Printed Cotton Voile 25c a Yard.—Keeps us busy buying voile as it does buying ratine—in fact, the people who wait at the voile counter are among the busiest in the Store. Probably the most charming voiles of all are the Jouy effects—Dolly Varden designs, as some call them—on white or tinted grounds. Then there are solid colored voiles, voiles with floral designs and borders, and voiles with floral borders and stripes or some little figure. All 40 inches wide and 25c a yard.

Summer Suits and Dresses.—Dainty, light, cool and airy, refreshing in color, comfortably cut with a plenty of new tricks in trimming and drapery, and much of the daintiness that makes the summer girl so fascinating—this is what you find in these Suits and Dresses; and values are the best obtainable.

Summer Leghorn Millinery, at \$5 to \$7.50.—These are really picture hats—each one charming and individual. Most of them broad brims; some with dainty extended edges of net or lace; others with crowns and brims entirely veiled in net or lace. Dainty colored ribbons and flowers are the trimming used. Prices \$5, \$6 and \$7.50.

Children's Nightgowns for This Sort of Weather.—Cut and material must combine for comfort and coolness. For girls from 6 to 16, nainsook, simply and daintily trimmed with lace and embroidery, at 50c, is a good selection. Or soft crinkled seersucker—the kind that needs no ironing, and therefore especially recommends itself for traveling—in straight style trimmed with lace—price, 65c; or in Empire style—\$1.50. Pajamas in soisette, madras and crinkled seersucker—75c to \$1.75.

No Self-Respecting Towel Sale Neglects Guest Towels.—Therefore you will find a plentiful assortment of the finer grades for bridal gifts or to be embroidered in spare moments and a host of the less expensive varieties to keep on hand for Summer visitors. We imported them ourselves, so prices are low—12½c, 25c, 35c, 50c and 75c each.

Bath Towels, "Seconds."—Priced 10c to 40c—and good housekeepers will buy them by dozens. They are all good "Turkish" towels, but each one has some little oil spot or other slight imperfection that makes no difference to its use-

BEAVER BOARD

For Window Trims

TRADE



MARK



Beaver Board background in one of the show-windows of Geo. Wyman and Co., South Bend, Ind. Read letter from the window-trimmer below.

"Beaver Board is the Thing for Us"

SO says Mr. H. C. French, window-trimmer for Geo. Wyman & Co., and he also gives good reasons for his statement. Here's his letter.

"Speaking from my own experience with Beaver Board as a material for window back grounds, I gladly recommend it to my fellow trimmers.

"I firmly believe Beaver Board is the thing for us.

"It is firm, very clean, takes only a light frame work, keeps its shape, takes a beautiful velvet finish, with but one coat of flat color, and as it can be had in such a range of sizes at a minimum cost, I repeat—Beaver Board is the thing for us."

Beaver Board is used not only for window trims but for the walls and ceilings of all types of buildings, new and remodeled, residence or commercial.

Send for free booklets, "Beaver Board for Window Trims" and "Beaver Board and its Uses."

The Beaver Companies

United States: 162 Beaver Road, Buffalo, N. Y.
Canada: 362 Wall St., Beaverdale, Ottawa.
Great Britain: 4 Southampton Row, London, W. C.

Below is an interesting show-window of a men's furnishing store at Ottawa, Canada. "The 2 Mac's."



Every Trimmer Should Have This Portfolio



Brimfull of Original Ideas and Schemes for Show Window Decorations

22 Full Page Drawings
22 Full Pages of Descriptive Matter

Each Sketch Is Absolutely New

Size of Portfolio 9x12 Inches

Sent Postpaid for One Dollar

M. P. Staulcup
35-37 W. 39th Street
New York

fulness. That is why they are priced so much less than regular. Find them on a special Aisle counter in the Lower-Price Store.

Some Girls' Wash Frocks T at Need Washing.—They were marked \$3 to \$8 when they were fresh; now they are \$1.50 to \$5 because they are mussed up. Any woman can see that they only need tubbing. Gingham, lawns, linens and chambrays in many pretty colors, both light and dark. They'll make good school, afternoon and play frocks, and there are 6 to 14-year sizes.

Paris Is Favoring Black Silks.—Not our foremothers' precious black silk that would stand alone—but soft, clinging fabrics that drape gracefully in the mode of the day. Especially adapted for Summer wear are the black Japanese habutais, water-spot and perspiration proof, ranging in price from 55c to \$2. A favorite with travelers, as are likewise—American Shantungs, coarse in weave and cool; prices \$1 to \$2; with a special number, a yard wide, at \$1.25.

There's a Scurrying of White Wash Skirts.—A small army of them arriving every day and almost as quickly going out again, and many of them are brand new styles. Count on paying such little prices as \$1 for tailored white linenes, \$1.50 for union linens, \$2.50 and \$3.50 for the popular Bedford cords, \$3.50 for beautifully made reps, \$3.75 for new broadcoted cottons, and \$5 up for pure linens, more than usually well made.

Good Old-Fas ioned Croquet!—It amused our ancestors—history traces it back to the 13th century—it amuses us; and it will probably be a favorite with our descendants for ever and ever. A quiet game, giving mild but beneficial exercise, and a delight to the old, the young, and those in between. For that spare plot of ground—a croquet set. Attractively painted and strongly made sets, for the regulation number of players—eight balls and mallets—\$1 to \$3.50. Boxwood sets at various prices.

Men Have Use for the Money They Save.—As vacation time approaches, with trips and tours and summer sojournings to be planned, this is welcome news that points the way to the saving of many dollars in the buying of needed Summer Clothing. Here are four remarkable groups of Men's Spring and Summer Suits, hundreds altogether, from manufacturers obliged to quickly close out their stocks, and odd lots from our own lines—making a collection of such variety at each price that every man can be suited and fitted, today—and save dollars.

400 Men's \$5 and \$6 Panama Hats at \$3.75.—Every hat perfect and in good style. But when we knocked the top off the case we decided to put a flat price of \$3.75 on the lot instead of separating the \$6 from the \$5 hats. We leave that for you to do, if you think you can tell the difference.

Men's \$3.00 Silk-waist Summer Shirts, \$2.00.—Six hundred more of these remarkable Shirts, fresh from the manufacturer. They are of silk and cotton mixed—more silk than is usually found in this character of shirting. White ground with striking effects in Russian corded stripes of blue, black and lavender. They are practically as handsome as pure silk, and wear better. The price—\$2.00—is just about what the material would cost you at retail. Many men will be buying by the half-dozen.

Half the Steamer Rugs Sold Never See a S'ip.—Unless they came over from Europe in the first place. But there are so many uses for these handsome coverings—for motoring and driving, for cool days and evenings on the porch, if one is not quite well, for out-door use generally.

"SUPERIOR" WHITE SIGN CARDS

22 x 28—6-Ply \$2.40 per 100—1000 Sheets to Case
22 x 28—8-Ply 2.80 per 100—750 Sheets to Case
22 x 28—10-Ply 3.25 per 100—600 Sheets to Case
22 x 28—12-Ply 3.50 per 100—500 Sheets to Case

Free samples furnished on request

The Card Writer's Supply Company
Galesburg, Illinois

Show Card Writers Supplies

Transparent Show Card Paper. French Riggers and One Stroke Brushes. Card Board. Dull and Glazed Oil Cloth. Inks and Air Brush Colors.

N. GLANTZ, 22 Spring Street, New York

SEND FOR 1913 ILLUSTRATED CATALOG.

For Our Advertisers

Strong's Best Book

We beg to announce that the Supply Department of the Detroit School of Lettering has just issued a new catalog of information and supplies for card and sign-writers. Their new book tells how to select and care for brushes of all kinds. Describes and explains the uses of different brushes. All text is compactly compiled giving definite information in a form instantly understandable. All brushes pictured actual size. Graded and numbered for a quick accurate guidance. There are 268 illustrations in the book picturing many imported brush styles, time saving devices and text books for card and sign-writers. This book is just full of information that will prove very valuable to anyone in the sign and show-card business.

New Draping Stand

Most of the readers of this journal are familiar with the work of David B. Chambers who is one of the veterans of the window dressing craft. Mr. Chambers has during the past twenty years been connected with a number of the leading department stores both in the East and West. He has to his credit some of the most notable achievements in store decoration that have even been produced. Mr. Chambers is one of the "old timers" who has managed to keep at the head of the procession if not a little ahead of it in all matters that pertain to window display and store decoration. For this reason every window dresser will be interested to learn that he has recently placed on the market a new draping stand of his own invention.

This remarkably useful fixture is called "The Indispensable Draping Stand—A Stand for a Thousand Uses." The variety of ways in which this stand can be used to advantage, and the wide range of merchandise that can be shown through its use will appeal to every practical window dresser. Mr. Chambers has brought to bear all of his window trimming experience in the production of a single stand which, with the various attachments that are designed to be used with it, is probably one of the most useful, all-round fixtures that has ever been brought out. A very interesting little circular illustrating and describing the various uses of this new stand will be sent gratis to any one who will write for it to David B. Chambers, Des Moines, Ia.

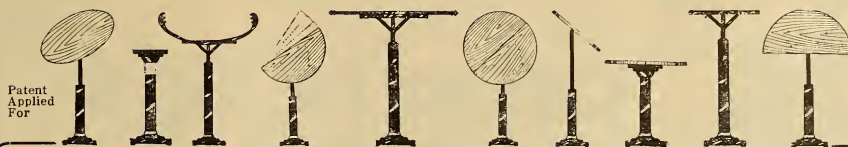
Show Card Colors

The Carter's Ink Co. has placed on the market a very satisfactory line of show card colors which will interest every sign writer. They have the desired rich, flat surfaces for show cards and price tickets and flow evenly and smoothly from the brush. The rich effects done with expensive water colors can be duplicated by using the "Vel Vet" colors, as the Carter line is called. There are thirteen shades and tints, including a good white and both a dull and a lustrous black. They are also very satisfactory for use in the air brush. The "Vel Vet" colors are put up in quart, pint and half-pint jars and in 2½ and 1½ ounce bottles. The prices are very reasonable.

Polay Fixture Service

Messrs. Polay and Wolf of the Polay Fixture Service, Chicago, recently made an extended trip to New York, where they displayed their new designs in wood art fixtures. This firm has a remarkably fine line of wood fixtures designed along lines that are exceptionally artistic and at the same time eminently practical. While in New York they made their headquarters at the Hotel McAlpin. They report a very successful trip and state that the prospects for fall business are highly satisfactory.

GOODS that are continuously advertised are automatically guaranteed to the buyer. They have to be good or no one could afford to advertise them. This is a fact that the public is gradually beginning to appreciate.



Are You Using the INDISPENSABLE Wood Fixtures?

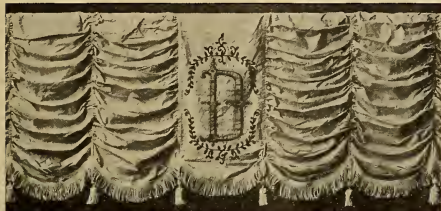
It is the best and easiest to drape fixture on the market. The INDISPENSABLE is 100 STANDS IN ONE. All tops are changeable, and absolutely no tool necessary. This stand, with its variety of tops, has been my right bower for years, especially in rapid work. Complete set—including 6 stands, 42 fittings, 48 sections in all..... \$35.00 Write for descriptive folder for prices of separate stands and fittings. Finished in Mahogany, Mission or Golden Oak. Patent Applied for.

Mr. Window-Trimmer, Are You Ready For Your Fall Opening?

If not, let us help you to an original, up to the minute attraction. Our data cost thousands of dollars and took twenty years to collect, and comes from the same source as that of the New York and Chicago trimmers. New, unique ideas for the Manufacturer, Merchant and Window man. Complete instructions for their perfect building and treatment, or we build and ship ready to set up.

NOVELTY DISPLAY PIECES FOR—WINDOWS—INTERIORS
STATE FAIR EXHIBITS—BACKGROUNDS
Charges moderate, SERVICE the best

DAVID B. CHAMBERS, DES MOINES, IOWA



Show Window Shades and Valances

of our exclusive designs and make are the most artistic and attractive obtainable.

Puffed Linen Shades

and Valances give an individuality and finish to your show windows that make them far more effective than the windows of your neighbor.

Our Puffed Shades and Valances will be exhibited in a model show window in Booths 28 and 29 at Chicago Convention, August 4 to 7.

The Art Window Shade Company

2411 North Halsted St.

CHICAGO, ILL.

Write today for catalogue showing great variety of styles and prices.



They Get the "Glad Hand"

"PERFECT STROKE" Brushes get the "glad hand" because they get results. And the results make you glad all over. It's really a pleasure to feel the easy-gliding, free strokes of this brush—every line so neat and accurate that your work will be pronounced perfect.

75 per cent of my trade consists of old customers who stick to "PERFECT STROKE" Brushes all the time because they deliver the goods.

1913 Catalog Free
—a postal gets it.

BERT L. DAILY
of Dayton, Ohio

Dept. E-7

I want to meet all my old friends and new ones too, at the Chicago Convention, Booth No. 15
August 4, 5, 6, 7



Indirect Lighting Fixture

We manufacture composition bowls and also furnish interior equipment such as reflectors, sockets, etc.

TOGNARELLI & VOIGT COMPANY

1745 North 12th Street

Philadelphia



VelVet in Name

12 Colors

VelVet in Finish

CARTER'S

VelVet

Show Card Colors

Adapted to air brush use.

Large surfaces can be covered evenly with *VelVet* colors.

Always ready for use.

Specially adapted to writing on glass, windows, lantern slides, etc.

Jars and bottles equipped with easy-opening, air-tight screw caps

The Carter's Ink Co.

BOSTON

MONTREAL

NEW YORK

CHICAGO

**SEE EXHIBIT AND
DEMONSTRATION AT
SECTION 4
CHICAGO CONVENTION**



A new, original and effective paper for artistic window decoration.

Use it for your

Fall Opening Windows

The most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames.

In stock in convenient size in many different colors and patterns. Write for samples.

Recommended and endorsed by Mr. M. P. Staulcup in his portfolio of sketches and descriptive backgrounds for the show window, etc.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.

LEARN TO PAINT SIGNS and SHOW CARDS



THERE'S MONEY IN IT

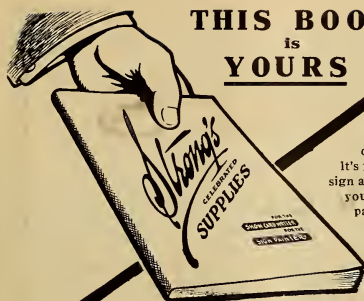
I'll teach you personally—by mail—for both men and women. You'll succeed. Wonderful field—Thousands of merchants need help. Price Cards, Sale Cards, Window Cards, banners, signs etc. are used in enormous quantities. Crawford B. C., writes, "Earned nearly \$200.00 since taking course." Parrott, Okla., says, "Earned several times cost of course since enrolling." Gold lettering on glass and wood, valuable feature of course. You learn everything from the ground up. When your course is completed you should be an expert. Knowledge of sign and show card writing helps you wherever you are. Thousands employ sign writers. Pay is good—work easy and fascinating—hours short.

EARN \$18 TO \$35 A WEEK

Many of our students now make more than this operating a business of their own. My instruction is unequalled because practical, personal and thorough. 20 years' experience as a sign writer back of the course. Natural talent unnecessary. **Earn while you learn.** Do practice work at reduced prices—help pay for course. Fritzer, Minn., writes, "Did job recently and got \$10.00, profit \$7.05. Just think—did this after only one lesson." We assist graduates to get positions. Write for large, complete catalog, pictures and testimonials of graduates, samples of work, terms, etc. Address me personally.

CHAS. J. STRONG, Founder
(Dept. 120) **DETROIT SCHOOL OF LETTERING**
DETROIT, MICH.

"Oldest and Largest School of its kind."



THIS BOOK is YOURS

Information
For

SHOW CARD WRITERS

and

Sign Painters

Just Out—Bigger and better than all past editions—the best and most complete book Strong has ever issued. It's yours for just a two cent stamp. Simply sign and mail the coupon and the book will reach you promptly. There is a copy all wrapped and packed for you, ready to send the minute your instructions reach us.

Some of the Features

It tells how to select and care for sign writing brushes—how to get the best results from each style and just what each style is for. As a reference book it is worth \$5.00 to any sign painter or show card writer—but we send it free. Written out of an experience of 25 years in

practical every day sign and show card writing.

268 Actual Size Pictures of Brushes and Supplies and complete and plain description of each one. Will save you many dollars as a guide to safe and economical buying. Each brush being graded and numbered for quick accurate guidance.

Strong's Blue Handled Brand of Brushes

are recognized by the best sign writers everywhere as unsurpassed in fine-working and long-lasting qualities. Each brush in the entire line was carefully built to the order of a master sign painter who knows—not by a mere brush maker whose sole interest is to sell brushes.

See the partial list of articles described in this new book, and then send today

for your copy. We prepay charges

Address Supply Dept.

Detroit School of Lettering

Detroit, Mich.

Largest exclusive exporters
to the sign trade

Sign your name here and mail.
Book will be sent by return Post.

Contains

Blue handle

brushes, Aqua

Colors, Bissell

Colors, Snowberry Inks,

Tool Cabinets, Air-brush

outfits, Show-Card Writers outfits,

Compasses, T Squares, Triangles,

Ruling Pens, Card-boards, Drawing Inks,

Oil and Japan Colors, Pallettes, Stencil

Knives, Patterns, etc., etc.

Supply Department

The Detroit School of Lettering

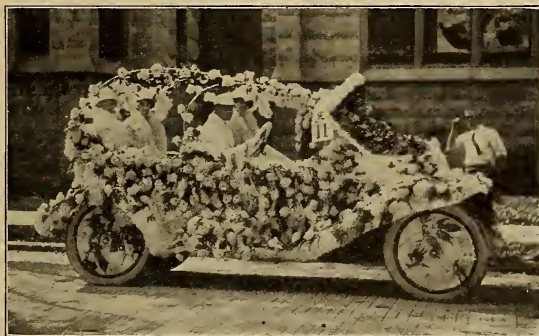
DETROIT, MICH.

Dear Sir:—You may send me one of your valuable new books for my business.

Name.....

Address.....

Floral Parade Decorations



Decoration No. 47

This shower of roses from the Horn of Plenty is the handsomest effect ever carried out, white Chrys-celo and Pink Roses and Maiden Hair Fern combining to complete a handsome trim; won for the owner \$200.00 in gold, the first prize in touring car section. Can be duplicated at from \$35.00 to \$50.00.

Write for catalogue giving ideas for decorating.

OUTFITS FURNISHED IN ANY COLOR

Your Choice of the Following \$15.00, \$20.00, \$25.00

Outfit No. 50

16 yds. Chrys-celo.....@	\$1.00	\$16.00
2 gr. Chrysanthemums.....@	4.00	8.00
1 set floral wheels.....@	4.00	4.00

Less special dis.	\$28.00
	3.00
	\$25.00

Outfit No. 70

14 yds. Chrys-celo.....@	\$1.00	\$14.00
2 gr. Carnations.....@	2.00	4.00
1 set of wheels.....@	4.00	4.00

Less special dis.	\$22.00
	\$7.00
	\$15.00

Outfit No. 80

14 yds. Chrys-celo.....@	\$1.00	\$14.00
2 gr. Snow Balls.....@	2.75	5.50
1 set floral wheels.....@	4.00	4.00

Less special dis.	\$23.50
	3.50
	\$20.00

Chicago Artificial Flower Co.

**4813-15 N. 40th Ave.
CHICAGO**



Color Bottle

Color Cup

One of the many popular models of
PAASCHE'S "3 in 1" Air Brushes.

Leading Merchants and Department Stores

Your TRIMMERS, DECORATORS and CARD WRITERS need the best tools and equipments to make your advertising displays draw the big crowds. A PAASCHE AIR BRUSH OUTFIT is absolutely indispensable for making the most attractive display signs and price-tickets; for coloring artificial flowers and decorations, for bronzing, gilding, lacquering and finishing your old fixtures, making them look new; and for numerous other purposes.

USERS' OPINIONS

Air Brush to hand and am well pleased with it. Have turned out considerable work already and it's a blooming success.
J. C. DAILEY, Alexandria, La.

I have been using your brush for several months and find it to be one of the best brushes on the market. I can do more work and make faster time with it than I ever could before with other makes. Wishing you success. I am yours respectfully.
MR. BEE B. WALLICK, with Wood Clifton Mercantile Co., Provo, Utah

Some time ago I bought one of your air brushes and have used same with much pleasure and profit to both myself and the above firm. Yours very truly,
A. F. BRIGANCE, with The Bessner-Marshall Amusement Company, Austin, Texas

Our catalog will interest you—write now.

MANUFACTURERS

5 So. Clinton Street,
CHICAGO, ILL.

Paasche Air Brush Co.

"SPECIAL OFFER"

FRENCH SQUARE CAMEL HAIR LETTERING
PENCILS—assorted, from No. 1 to No. 8,
any length, per dozen, 75c.

SIGN WRITERS' LAMP BLACK, in Japan or oil—
covers on glass perfectly—one coat.

Send 10c for Sample Tube

BULLETIN VERMILION, the Greatest Glass Red
Ever Seen—absolutely permanent; will not
bleed over white.

Send 15c for Sample Tube

Send for Catalog, Dept. A, on Complete Line of
Sign Writers' Supplies

Convention Announcement

"Window Trimmers' Convention and Expo-
sition"—Auditorium Hotel, Chicago, Aug-
ust 4th to 7th, 1913

"LOOK FOR US"

IN BOOTH 3

We will have a full line of samples on ex-
hibition—Furthermore all pur-
chases will be shipped

Prepaid to Your Home Town

WALLBRUNN, KLING & CO.

327-329 South Clark Street, CHICAGO, ILL.

"SPHINX" SHOW CARD COLORS

F. W. & CO.'S

Card Writers'
Brushes

ARE

"BRUSHES OF
QUALITY"



TWELVE
PERMANENT
BRILLIANT
OPAQUE
QUICK - DRYING
COLORS

Write for
Catalogue of
Brushes
and Colors

"Everything for the Artist in All Branches of Art"

MANUFACTURED BY

F. WEBER & CO.

ESTABLISHED 1854

Parent House and Factory

St. Louis, Mo.

PHILADELPHIA, PA.

Baltimore, Md.

MORE THAN 10,000 SHOW CARD WRITERS THROUGHOUT THE UNITED STATES ARE
NOW USING

Bissell's

Satin
Finish

Show Card Colors



The easy flowing time-saving qualities of these colors are recognized by the world's foremost show card writers. BISSELL'S COLORS are made from the highest grade material and specially prepared for quick drying and rapid work.

The adoption of the colors by the largest department stores in New York alone, should be further proof of their superiority.

We are receiving hundreds of testimonials showing that wonderful results are being obtained by the use of these high art colors.

Add an assortment of these smooth-flowing, beautiful satin finish colors to your show card equipment, and convince yourself.

READY FOR INSTANT USE—NO WASTE—12 COLORS. Sizes, 2 oz., ½ pint, pint and quart.

Write for our Illustrated Brush Pamphlet.

Sold at all stationery, paint and artists' material stores.

Send for our hand painted color cards, prices, etc.

J. G. BISSELL COMPANY, Manufacturers, 49 Barclay Street, New York

Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal.*

Illustration shows actual size
of three smallest widths—made
in six sizes up to 5-8 in. wide.

Also made in Pure
Ox Hair, Pure Red
Sable Riggers, with
fine square points.

Special Brushes
For the Show Card
Writer, Coast Dry Colors
ready for use, add water
only.

*Send 4c in stamps
for our Catalogue.
Now ready.*

J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK.



Complete Wax Figure Cleaning Outfit

Including Formula of all Materials.

Don't pay the exorbitant prices experts charge. With this outfit you can do the same work and save from \$2.00 to \$3.00 per figure. We furnish enough materials for 100 wax figures; complete set of necessary tools; book of instructions carefully explaining the work; a complete formula of all materials used in this preparation, with full mixing directions. Our book of instructions includes full explanation how to repair broken or damaged Wax Heads, Arms, Fingers, Etc. NOTE.—All materials can be purchased in your own city.)

**PRICE
COMPLETE
\$5.00**



SPECIAL PRICE OUTFITS

Complete Formula with mixing directions, also our book fully explaining how to clean and retint wax figures, including full set of necessary tools. **\$2.50**

Price. Complete Outfit of materials, enough for 100 wax figures, including book of instructions fully explaining the work; also full set of tools necessary for this work, but not including the Formula. Price **\$2.50**

Our wax figure cleaning outfits have been adapted and successfully used by thousands of the best stores in the United States and Canada. Our tint will not fade from the light, nor ruin any wax figure. We guarantee absolute satisfaction. Age will not affect the materials when the outfit is not in use.

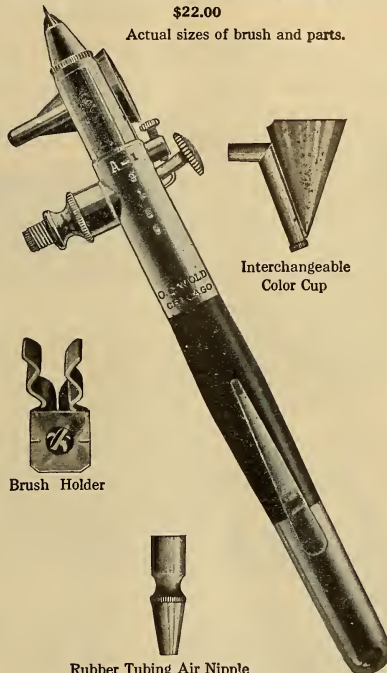
Invented and sold exclusively by

The Harrisburg Wax Figure Renovating Co.
335 Crescent Street HARRISBURG, PENN., U. S. A.
SEND FOR OUR HANDSOME ILLUSTRATED CATALOG.

THE WOLD MODEL "A-1" AIR BRUSH

\$22.00

Actual sizes of brush and parts.



Brush Holder

Interchangeable
Color Cup

Rubber Tubing Air Nipple

We will award the Air Brush illustrated above for the best Air Brushed cards at the Window Trimmers' and Card Writers' Convention in August, 1913, as in previous years.

Send for illustrated price list of other types of our Air Brushes

THE WOLD AIR BRUSH SHOP

716 W. MADISON ST.

CHICAGO, ILL.

STORE OIL CLOTH STOOLS RACKS

Store Display Fixtures
BRYAN NOVELTY MFG. CO., Bryan, Ohio



BICYCLE Rolling Ladders

are made in many styles and
to fit all kinds of shelving
Send for catalog giving
full description and prices

**THE BICYCLE STEP
LADDER CO.**

61 W. Randolph Street, CHICAGO, ILL.

IMITATION

GRASS RUGS

ALL SIZES

Woven for window and interior decorations

American Rug & Radical Carpet Cleaning Co.119-123 East 131st Street
NEW YORK

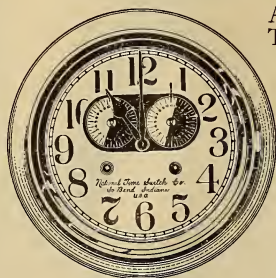
ADJUSTABLE WINDOW REFLECTOR FOR SHOW WINDOWS

Especially designed for use with the Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



System in Your Window and Sign Lighting



Style "A"

A National Time Switch

will turn your lights "on" and "off" automatically. It is an accurate time piece and a reliable Time Switch combined. It has a large 12-inch time dial, the time piece is a strong eight day pendulum

movement. Either alternating or direct current may be used. Cases also finished in any style wood to match your fixtures. It reduces your light bill and will pay for itself in a short time. Testimonials by hundreds of users.

"Ask the man who owns one"

Address

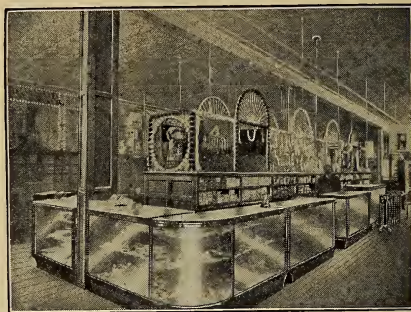
We guarantee every machine

National Time Switch Co.
SOUTH BEND INDIANA

WINTER FIXTURES

THE STANDARD OF QUALITY, STYLE AND PRICE

Anything from a Store Stool to a Complete Outfit:



NOT HOW CHEAP but HOW GOOD at prices that are right is the "WINTER" idea. If you are looking for QUALITY fixtures at prices that are right we want to figure with you. If you need fixtures it will pay you to visit SHEBOYGAN, WISCONSIN.

WINTER CATALOGUES: The most complete works of their kind ever published, listing the needs of those that are in the market for fixtures, sent upon request. WRITE FOR CATALOGUE 13-Q.

WINTER COMPANY

HIGH GRADE FIXTURE MAKERS

Established 1865

SHEBOYGAN, WISCONSIN

U. S. A.



DISPLAY FIXTURES

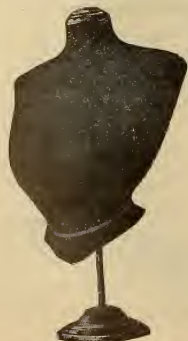
LATEST AND BEST DESIGNS OF ALL KINDS OF FIXTURES

The kind you see in windows that attract the crowds. They will sell your goods. When you are in New York a welcome awaits you. Send for a catalogue anyway.

L. A. Feldman Fixture Co.

Factory at
43 East 8th Street

Office and Display Rooms
738 Broadway, NEW YORK



Get Our Prices on Window Decorations, etc.

We Guarantee to Save You Money

L. Schneider, Manufacturer and Importer, 6 Second St., New York

Toying with Millions in Business

In this country there are three corporations that are regarded as the three richest and most powerful trusts in existence. One of these three corporations recently made three experiments in advertising on a gigantic scale. The risks were enormous. It was virtually toying with millions. The results of these three experiments started the corporation—and that corporation's entire selling policy has been shaped on the results. These experiments and the results—with all the names, facts and figures—are described in detail in the new book, "The Premium System of Forcing Sales: Its Principles, Laws and Uses," by Henry S. Bunting, the advertising editor and author, who spent six years investigating his subject. There are thirty-five chapters in which every phase of the premium-giving method of getting trade is considered. This book is free with one year's subscription to the Novelty News, the great magazine of general business devoted to the advancement of advertising and selling methods. The subscription is two dollars. The book is free. The address is 222 South Market Street, Chicago.



The Midget Pad Garter

THE KADY SUSPENDER

Becomes a firm favorite with the wearer right away. He'll buy no other kind ever after. The KADY is the ONLY suspender with the correct principle of "give-and-take" in response to movements of body and shoulders.

THE DOUBLE-CROWN ROLLER
let's the strap slide, not stretch. There's no awkward binding of shoulder muscles, no strain on the webbing or on the trouser buttons. Patent too strongly protected to be imitated with success. Easiest possible seller. Men of action prefer the KADY for work and sport. Retail at 50c. and 75c. Prices to dealers, \$4.00 and \$4.25 a doz.

THE MIDGET PAD GARTER
Retail at 25c. To dealers, \$2.00 a doz.

Each pair guaranteed. Extra comfortable. Long wearing. Made in a variety of colors. Attractive store cards and signs free. Write us. Ohio Suspender Co. - Mansfield, Ohio
Makers of all kinds of Suspenders, Belts and Garters for Men

It is easy to finish

UPSON PROCESSED BOARD

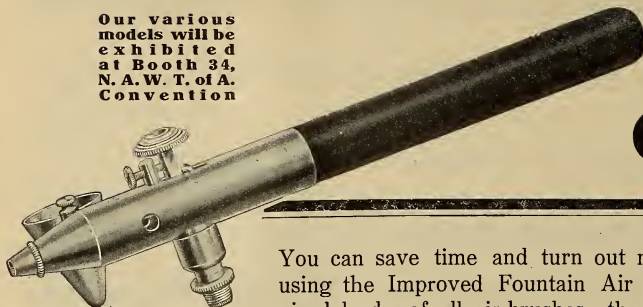


because it has the most perfect painting surface of any decorative board. Saves both time and money—and we will prove it if you say so.



THE UPSON COMPANY, Lockport, N. Y.

Our various models will be exhibited at Booth 34, N. A. W. T. of A. Convention



Speed— Quality—

You can save time and turn out more attractive work by using the Improved Fountain Air Brush. It is the recognized leader of all air brushes—the most practical spraying tool for any window trimmer or show card writer.

The Fountain Air Brush

is the original pencil-shaped air brush, easy to handle and simple to operate. Discharges an exceptionally fine spray, which is very evenly divided, and this causes the colors to blend much better. The color cup of the New Model "A" can be adjusted to any angle, so that work can be done on a flat table with the cup full of color. **Made to give lasting satisfaction. Over 20,000 now in use.** The Model "A" illustrated above is the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E."

Send for Catalog M-79 (just issued). New prices.

Thayer & Chandler

913-921 W. Van Buren St.

CHICAGO, ILLINOIS

The Greatest Advertising

scheme today is to advertise with Lantern Slides in the moving picture Theatres in your city.

40,000,000 people visit moving picture shows every week in the United States. You can reach the *middle and laboring* class direct by using Lantern Slides.

Think this matter over and give it a trial and keep yourself before the public and get the results.

For further information write to the DeCommerce Lantern Slide Co. of New York City. (The only man in the world who guarantees slides against heat.) Send for circular and prices. Money back if you are not satisfied.

DeCommerce Lantern Slide Co.

46 E. 14th St.; 47 E. 13th St.

New York City, N. Y.

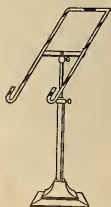
JULIUS A. JEZEK

303-5 Fifth Avenue

New York

Designer of Interior Fixtures for Stores and Show Rooms of all description. Department Stores especially. Also Building Plans with interior arrangement, including Cash and Parcel Conveyors, Lighting, Heating, Decoration, etc. Attractive Store Fronts, Practical Interiors. Having stores planned, all manufacturers estimate on a definite scheme; result being, equipment purchased at right price, saving many times cost of plans.

Barlow Fixtures



No. 2035

For the Best Display

Send for Catalog No. 9

Just out

The Barlow Company

79-B Race Street

HOLYOKE,

MASS.

Perfect Air Brush Inks

Snowberry Air Brush Inks are the result of years of careful experimenting. **THEY ARE A SOLUTELY PERFECT.** Dry Instantly. Thoroughly waterproof. Bright and brilliant in tone.

Sample Order, c. o. d., 7 pints, different colors. \$4.00

Sample Order, c. o. d., 7 half-pints, different colors 2.25

ROBERT HOSKIN Manufacturer

625 Greenwich St.

NEW YORK

Wants, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

HELP WANTED

WANTED—At once, A1 window trimmer, card writer and ad man combined; must be able to help on floor. Apply to Froug Dept. Store, Pine Bluff, Ark.

WANTED—Experienced window trimmer and card writer. Men's clothing, furnishings, hats, shoes. Steady position. Apply at The Armitage, Milwaukee and Arm-itage Ave., Chicago.

WANTED—Representatives everywhere to report In-formation, Names, etc., to us. We have contracts to supply big M. O. Firms, Manufacturers, etc. No canvassing. Spare time. Big Pay. Enclose stamp. Address National Information Sales Company, BHR, Cincinnati, O.

POSITION WANTED

POSITION WANTED—Experienced window trimmer and card writer open for position. Good references. Moderate salary. Willing to assist as salesman if necessary. Address Box 204, care Merchants Record and Show Window.

POSITION WANTED—An up-to-date window trimmer, interior decorator and card-writer, Koester School graduate, desires change about August or September. Now employed by one of the largest hardware and housefurnish-ings stores in the northwest. Several years' experience with department and clothing stores, and with manufacturers' display designing. Samples of show cards and photos of windows on request. Address Box 205, Merchants Record and Show Window.

FOR SALE, ETC.

EARN \$25 to \$35 weekly writing show cards. Com-plete \$30 course teaching this profession now \$5. It should mean a life income for you. If you're progressive, red-blooded, get-there young man; circular free. Edw. Stein-lay Co., 211-3 Main St., Washington, Ind.

USE TURNER'S NATURAL COTTON BOLLS—For decorations and souvenirs, as great sales attractions. Write for free booklet and reduced prices. Samples post-paid, dozen 40c; ½ dozen 20c; 2 for 10c. James H. Turner, The Cotton Boll Man, Carrollton, Georgia.

EASY METHOD OF SHOW-CARD LETTERING —A 3 months' course in card-lettering for a 5-dollar bill. Comprising various alphabets, numerals, brush, pen like air-brush and air-pencil work, also border and scroll de-signs, embossing and 100 card phrases. One complete lesson each week for three months. Address Charles H. Sage, Easy Method of Show-Card Lettering, 365 Park Street, Fulton, New York.

Geo. Wallace Hess
Showcard writers supplies
1405 Olive ave., Chicago.

Write for New Price List Just Issued.

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Publications of THE MERCHANTS RECORD COMPANY

431 So. Dearborn Street, Chicago, Ill.

"Merchants Record and Show Window"—Illustrated.

Published monthly. Subscription \$2.00 a year for the United States and possessions, also Canada, Cuba and Mexico. To other countries, \$3.00 a year. Only publication of the kind in the world. Fifteenth year. Over 18,000 readers monthly.

"The Art of Decorating Show Windows and Interiors"

Fourth Edition, Completely Revised.

The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of \$3.50.

money-making window displays. Bound in Cloth, 256 pages (8x11). Sent prepaid to any address upon receipt of \$2.50.

"Sales Plans"

A collection of three hundred and forty-two successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address upon receipt of \$2.50.

"Window Card Writers' Charts"

A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of \$1.50.

"Hardware Window Dressing"

300 Illustrations and Diagrams.

The only book ever published on window dressing for the Hardware Store. There are complete descriptions with diagrams showing every phase of the work. The displays illustrated are adapted to all kinds of stores and all kinds of windows from the largest to the smallest. Any-one who will follow the directions can put in

Special Combination Offers

"Art of Decorating," prepaid, and Merchants Record and Show Window, one Year	\$5.00
"Hardware Window Dressing," prepaid, and Merchants Record and Show Window, one year	4.00
"Sales Plans," prepaid and Merchants Record and Show Window, one year	4.00
"Window Card Writers' Charts," prepaid, and Merchants Record and Show Window, one year	3.00

Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. Only one book at reduced price with each yearly subscription. NOTE—Add \$1.00 to "Special Combination" prices where \$3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

FREE—TO NEW SUBSCRIBERS

(Not for Sale)

We have prepared with great care and at considerable expense three portfolios, which we are sending postpaid to anyone sending us new paid in advance yearly subscriptions. The titles of these books are as follows:

- "100 Good Displays of Women's Ready-to-Wear"—Comprises only the very best examples of the window trimmers' art in this line.
- "100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.
- "Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.

Above named portfolios are printed upon high-grade enameled paper and are of uniform size—9x12 inches. We offer the choice of any of the above named publications with one new yearly subscription to MERCHANTS RECORD AND SHOW WINDOW, the only stipulation being that the portfolio desired must be requested with order accompanied by remittance of \$2.00.



Revelation to Window Trimmers

and Merchants

BEECH BRANCH

BEECH AND OAK BRANCHES have been in the market for the past ten years, in green, leather brown and red, and have proven their value for effective and inexpensive decoration.

We now have to offer you, as entirely new, these branches with **TRANSPARENT FIREPROOF FOLIAGE**, in any color or as many colors as you may desire to harmonize with your window display, for **LESS MONEY** than you formerly paid for the unbleached branches in sizes 3 to 5 feet.

WE ARE MANUFACTURERS, LET US CONVINCE YOU of the **SAVING** that we can create for you. Samples cheerfully forwarded for your approval.

Our new catalogue will be from Press by July 10th, and will show an abundance of new decorative schemes. Be sure to get your name booked for same.

Price below apply to Beech, Oak or Chestnut Branches.

Fireproof. Full of Luxurious hardy foliage. In colors as green, leather yellow, brown or cherry red.
Size of Branches, 3 feet

Per 100.....	\$ 6.00
Per 1000.....	45.00
5 Feet	
Per 100.....	11.00
Per 1000.....	100.00

Transparent colors as pink, yellow, orange, green, cherry red and brown.

Size of Branches, 3 feet	
Per 100.....	\$ 12.00
Per 1000.....	100.00
5 Feet	
Per 100.....	25.00
Per 1000.....	200.00

Natural Prepared Beech, Oak or Chestnut Foliage on small twigs in any color as green, red or leather brown, per 100 lbs.....**\$12.50**

FRANK NETSCHERT CO.

39 BARCLAY STREET

:-

:-

:-

NEW YORK

WITH the aid of CURTIS-LEGER display fixtures and forms your windows will materially increase the volume of your sales. You should have our 288-page catalog.



No. 1845

No. 1845 is equally attractive for window or interior use. Fitted with a perfectly modeled head of finest quality and wax $\frac{3}{4}$ -arms for short-sleeved garments. The adjustable leg base shown in illustration is an almost indispensable feature in displaying present-day fashions.



No. A273

No. A273—Nothing adds greater refinement to a well trimmed window than attractive show cards in suitable frames. The one we show is made of wood and composition finished in old gold. It is attractive in design and holds a 7x9-inch card.



No. 1823

No. 1823 is especially suitable for summer dresses, dainty lingerie underwear, etc., and with the wire skirt removed makes an excellent bathing suit form. Bust and arms are of flesh-colored papier mache, body white jersey covered. Inexpensive, too. Write for our draping form folder.

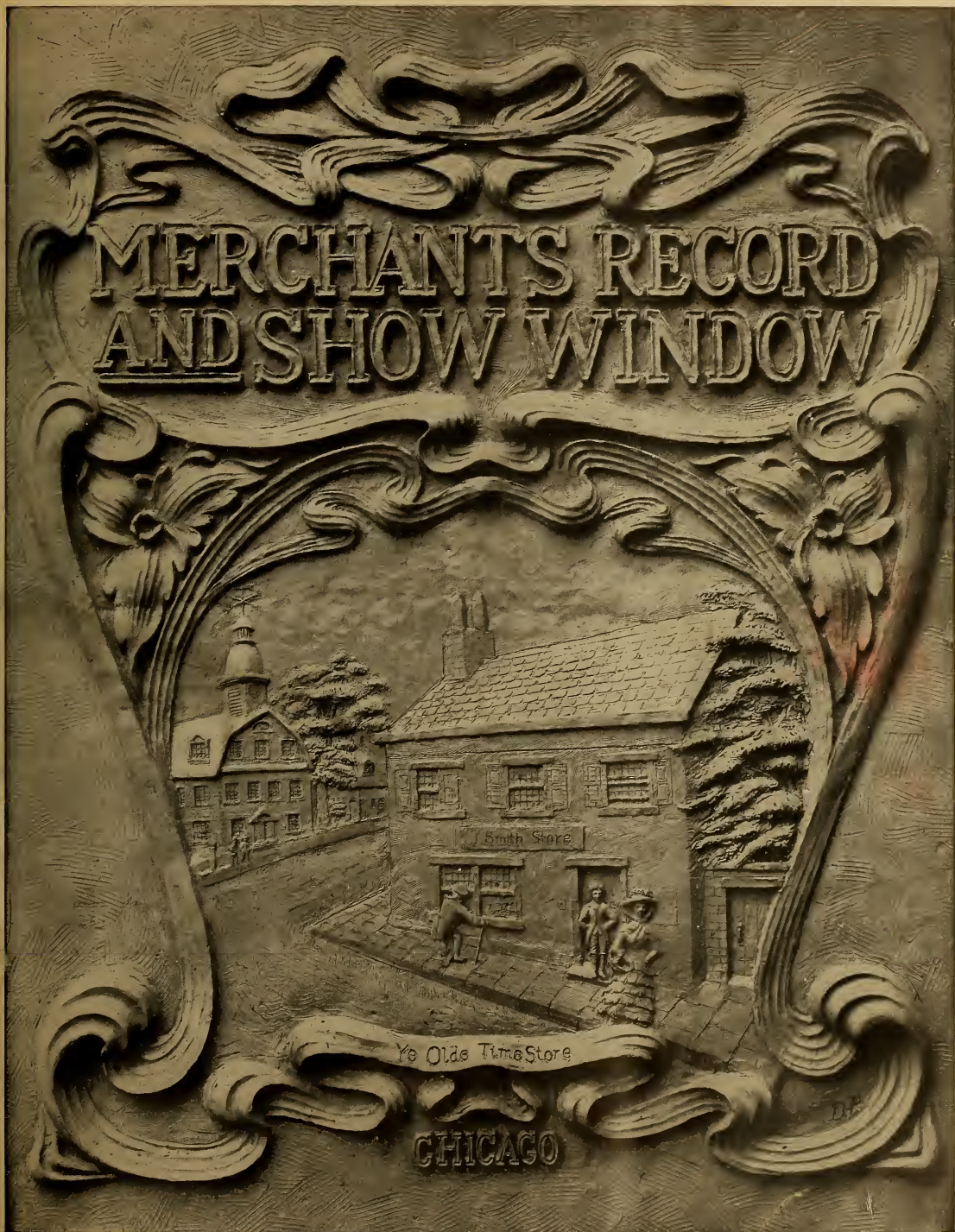
Curtis Says



"Good luck to the N. A. W. T. of A., and may the Sixteenth Annual Convention be a record-breaker for attendance." It will pay all who can to come, and each one will carry away the memory of a pleasant and profitable visit. Do not fail to visit our salesroom at Jackson Boulevard and Franklin Street. We'll have some new stunts in fixtures to show you, and a dandy line of window valances, too.

CURTIS-LEGER FIXTURE CO.

237 JACKSON BOULEVARD, CHICAGO



Including Special Convention Section—Pages 33 to 64



The First Step

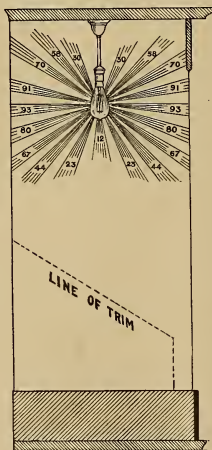
In making a sale, is creating a desire to buy. The first move then, is an attractive window display, followed up with clean, snappy interior decorations, value giving goods, and an attentive sales force. Many Merchants have the last two features, but think they can get along without the others, entirely overlooking the fact, that without creating a desire to buy, they will not receive the amount of business they should. Our catalog with over a thousand illustrations, will give you an idea of how to start this first step. Send for one.

The Norwich Nickel and Brass Co.
NORWICH, CONN.

NEW YORK
212 BROADWAY

—SALESROOMS—

BOSTON
26 KINGSTON ST.



Distribution of light about 100 watt lamp. Figures indicate candle power.

← THIS OR THIS →

In Your Show Window

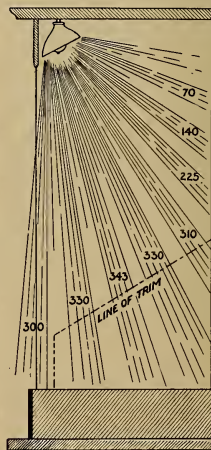
Your Daily Cost Will be the Same

THE cross-section of a Show Window on the left shows the candle power given off on different angles from a 100-watt Tungsten lamp. Note how little of the light is directed where needed—on the trim. Some kind of reflector must be used to redirect these rays where they will be of service. Unsilvered glass reflectors will help some. The old-fashioned trough reflector may be better. Other silver-plated reflectors, although improperly designed, will direct some of this wasted light on to the trim.

This space could be filled with sketches showing the results that might be obtained from these improvements, each one a little better than the other, but none of them reaching the maximum result shown on the right. But why take any of these intermediate steps in trying to improve your window lighting? Why not get the best at once? Pass over these makeshifts and reach the acme of window lighting at once, by installing the only correctly designed, adjustable, one-piece silver plated reflectors—

Pittsburgh Show Window Reflectors

Ultimately, Why Not Now?



Distribution of light about 100 watt lamp with "Pittsburgh" Show Window Reflector No. 50

New booklet "SHOW WINDOW LIGHTING" may be of interest to you. Copy on request.

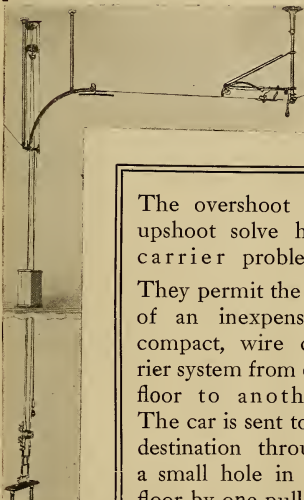
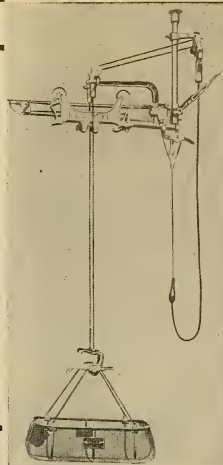
Pittsburgh Reflector & Illuminating Company

3117 Penn Avenue, Pittsburgh, Pa.

Why Lose Customers,

Valuable Time, and waste the energy of your salespeople by the old method of running back and forth with cash and package when this waste and loss of customers can be eliminated by the installation of the most modern (tried and true)

Showing
Sales—
Station of
Our No. 17
with
Basket
Lowered
to Receive
Goods
and Cash



No. 22
Overshoot

No. 23
Upshoot



The overshoot and upshoot solve hard carrier problems.

They permit the use of an inexpensive, compact, wire carrier system from one floor to another. The car is sent to its destination through a small hole in the floor by one pull.

By adopting these carriers, you can put cash carrier service on your second or third floors or basement in departments that you have thought impossible to serve without expensive systems.

You can use them once or a hundred times a day with no expense for power.

Ask those who use the Baldwin System

Baldwin Flyer Cash and Package Carriers

They will give quickest possible service and are noiseless, sure and safe. Neat and handsome in appearance. Make your old carriers help pay for a new, modern system—ask us how. You have to live with a system—get hitched up to one that you can depend on—A BALDWIN FLYER. Investigate and see for yourself. We challenge comparison, even to the most minute detail.

I Want You To Judge The Flyer

For yourself on its own merits. See it yourself and be your own judge. In order to make this easy for you, we will ship you one station or any number of stations of *The Flyer* Cash Carrier on thirty (30) days' *free trial* and if not entirely satisfactory ship back at our expense.

Baldwin Flyers are the result of twenty years' experience. Send us a diagram of your store to-day, showing about the number of stations desired and we will quote price on a complete system. If you want the best that skill, experience and money can produce, see us before you buy.

It will pay you to write for catalog

James L. Baldwin Carrier Co.
352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station

SAN FRANCISCO, CAL.
Office
Room 125 Hansford Block

LOUISVILLE, KY.
Office
1409 Inter-Southern Building





LATE FALL and WINTER is the time to get the greatest good out of revolving wardrobes—and NOW is the time to get in your order. If you wait longer there is bound to be delay and confusion. We are even now booking orders for delivery in the Spring of 1914. If revolving wardrobes are a good thing for you to have the sooner you get them the better. If you have not found out how much good revolving wardrobes will do your business then, as a prudent business man, you ought to investigate—

THE WELCH SYSTEM

We are "specialists" in clothing cabinets—make nothing else. That is why we can give you a better wardrobe. We have been able to improve the mechanism—the designs—and the workmanship. WELCH cabinets contain the good points of the general type of the revolving wardrobe, and the *exclusive* Welch ideas as well. Buying the WELCH revolving wardrobe is the *only* way you can get *all* of these good features.

There are plenty of good business men who have not, as yet, purchased revolving cabinets. We do not classify the "good" and the "bad" (the goats and the sheep) by the fact that they have or have not bought Welch cabinets. At the same time we do strongly believe that the dealer with a "worth-while" business is missing an opportunity if he does not take advantage of these modern business ideas. Get the facts—and *then* decide.

Licensed Under the Smith Patents

Chicago—233 W. Jackson Blvd.
Boston—21 Columbia St.
Pittsburg—House Bldg.
Minneapolis—Kasota Bldg.

WELCH MFG. COMPANY
GRAND RAPIDS, MICHIGAN

New York—732 Broadway
St. Louis—1118 Washington Ave.
San Francisco—1109 Mission St.
Grand Rapids

Made In Grand Rapids

THE *Wilmarth* LINE

SHOW CASES

put the MERCHANDISE
in the FOREGROUND



AND a full equipment from The Wilmarth Line will put **your whole business** in the "foreground"—in your section. It is being done every day. Good display cases will make your goods "stick out" where people will see them—and want them. Then, fine fixtures add "tone" to a business. If your business needs to be "pushed out in front," then it would be well to look over

THE *Wilmarth* LINE

You will find that we have everything to make your store "one of the finest." Years of experience, over a broad field, have made us experts in these matters. We have a big plant—and organization from "coast to coast"—and we are located where we have our pick of fine materials and skilled workmen. Why not get our catalogue or call at one of our showrooms?

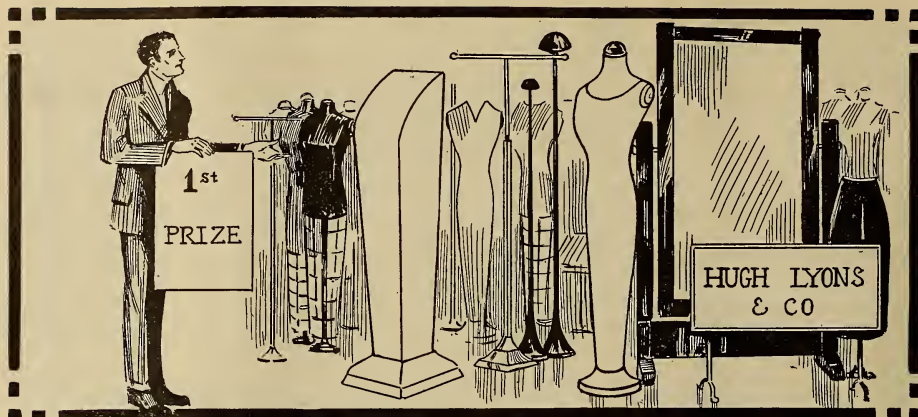
WILMARTH SHOW CASE CO.

NEW YORK—733 Broadway
BOSTON—21 Columbus St.
PITTSBURGH—House Bldg.
TAMPA—315 Tampa St.

1524 Jefferson Avenue
GRAND RAPIDS, MICH.

CHICAGO—233 Jackson Blvd.
ST. LOUIS—1118 Washington Ave.
MINNEAPOLIS—Kasota Bldg.
SAN FRANCISCO—515 Market St.

Made In Grand Rapids



You can win prizes with your displays

by building up your windows with Hugh Lyons draping forms and metal fixtures. You are unlimited in preparing real sales-compelling displays with our many practical forms. The men who are taking the first prizes in window trimming contests invariably use Hugh Lyons Fixtures. We make everything that you need. Our many years' experience in the window-trimming business enables us to judge accurately your needs. Let us send you our catalog. It will give you a new insight into the possibilities of window trimming. Just drop us a card.



The Newest Draping Form

For Fall 1913

Make the hit of your town by being the first to use this stunningly graceful form in your Fall opening windows. Let the peacock, the Bird of Fashion, typify the very latest styles in fabrics.

Made entirely of best grade papier-mache, covered with finest jersey. Especially easy to drape. Unlimited possibilities. Don't delay in ordering. Cash in on this form while it is a winning novelty.



You are Cordially Invited

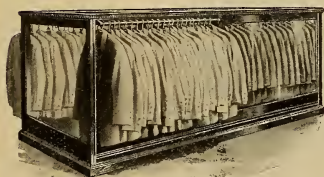
to visit our Salesrooms. We will be on hand to welcome you and show you some of our latest designs. Whether you are in the market for new fixtures or not, come around and pick up some new ideas.

HUGH LYONS & CO., - - **Lansing, Mich.**
Chicago, 315 W. Jackson Blvd. New York, 686 Broadway

Ask the Men Who've Bought Them!

All about you—perhaps in your own city—certainly in a neighboring town—are merchants who have investigated modern store equipment and THEN installed in their stores the justly famous ILLINOIS CLOTHING CASES.

**ILLINOIS
CLOTHING
CASES.**



"Their superiority is so apparent"

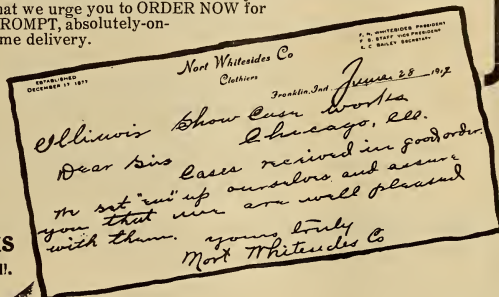
ILLINOIS CASES are unconditionally guaranteed to SATISFY or your money back. You are the sole judge. Send for YOUR catalog NOW.

Illinois Show Case Works
1735-43 N. Ashland Ave. Chicago, Ill.

The reason is because ILLINOIS CASES have innumerable exclusive features, each of which mean TO YOU, greater utility—quicker service—handsomer store furniture, and a more practical distribution of your store floor-space.

Let us put you in touch with merchants near you who have solved the clothing case problem completely and to their entire satisfaction by the installation of ILLINOIS CASES. Write to them—talk to them—see their stores and prove to YOURSELF the superiority of ILLINOIS CASES before you take another step.

And don't forget that August 1st is almost here. When the Fall trade starts you will want to be all fixed and settled. The demand for ILLINOIS CASES this year is SO BIG that we urge you to ORDER NOW for PROMPT, absolutely on-time delivery.



Sales Increasing

every day in stores where the goods are effectively shown



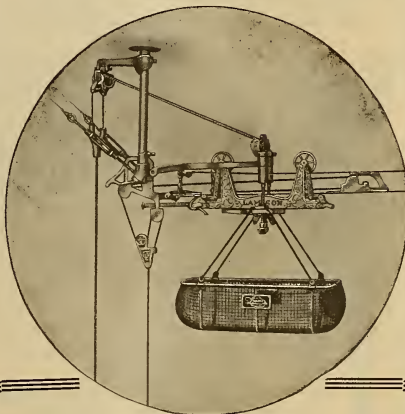
Baine's Adjustable Shelf Brackets

are to be found wherever there are up-to-date, progressive stores, whether large or small. These brackets give fully 30% more shelf room, and add 100% to the appearance of any store.

Write for particulars

PIQUA BRACKET CO., Piqua, Ohio

LAMSON



Since 1879 Lamson Carriers have met every demand of advancing requirements of modern store service until today they are found indispensable in more than eighty thousand American Stores, ranging from the three-clerk shop all up the line, to the world's most celebrated and palatial establishments, from Dawson to Mexico City, from New York to Manila.

Ask Your Neighbor

Wire, Cable, Tube, Belt and Pick-up Carriers

THE LAMSON COMPANY, BOSTON, U. S. A.
Representatives in all principal cities

SERVICE

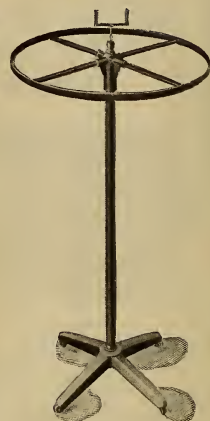
Bradford's Wax Figure Cleaning Outfit and Book



**Will Last a Business Lifetime
Outfit and Book \$5.00
Complete . . .**

This is the only outfit on the market giving you the real oil finish as used in the factory, and includes Tint Brush, Oil Brush, Cleaning Brush, Powder Brush, Lip and Eye Brush, French Finish Brush, Finishing Oil, Alcohol Lamp, Four Tubes of Oil Tint, Finishing Powder and Bradford's Wax Figure Book.

This book is the most complete and concise ever written on the care of wax figures. The information it contains is worth \$50.00 to any merchant or window trimmer. The matter of repairs is treated thoroughly, giving full and complete directions for replacing hair and all broken or damaged parts.



No. 1149

The R & H Revolving Garment Reel

Circle 30 Inches in Diameter Revolves on Hardened Steel Ball Bearing

Carried in Stock Finished in Oxidized Copper

52 inches high for
Short Garments
\$7.50 each

66 inches high
\$8.50 each

72 inches high for
Long Dresses
\$9.50 each

With Extensible
Standard
\$10.00 each

The Reflector and Hardware Spec. Mfg. Co.

Western Ave. and 22nd Place

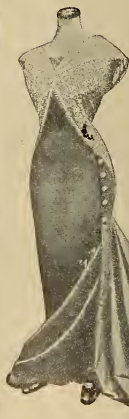
CHICAGO

"Perfect Thirty-Sixes"

All of our Forms and Figures are Perfect in Design, Style and Workmanship.



Colonial Drape and Form No. 0



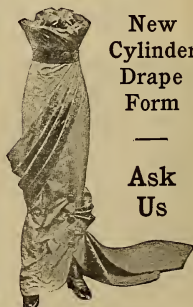
Removable bust
in wax or papier
mache for Colo-
nial Draping
Form No. 0



Panier Drape No. 1



Panier Drape and Form No. 2



New
Cylinder
Drape
Form

Ask
Us

Colonial Drape No. 0 and Panier Drape No. 1	
With Wax Bust and Non-Depress Top—	
Flesh Colored Legs	\$12.50
With Flesh Colored Papier Mache Bust and	
Non-Depress Top—Flesh Colored Legs	10.00
Without Bust and Top—Flesh Colored Legs	8.00
All Jersey Covered	7.00

Panier Drape No. 2	
Furnished in Flesh	
Colored Legs	
Price	\$7.00
Furnished in All	
Jersey Covered	
Price	\$6.00

Send today for our new catalog, just issued—it's full of practical ideas

MODEL FORM CO., 554 West Jackson Boulevard Chicago

We are also Manufacturers of ADJUSTABLE and NON-ADJUSTABLE Dress Forms. Correspondence invited

THE GREAT INTERCHANGEABLE FIXTURE

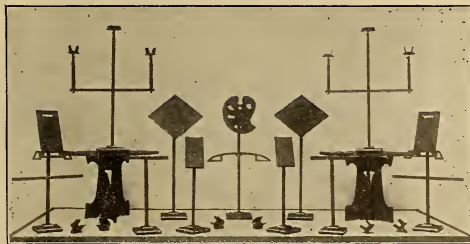
(Patented in U. S. and Foreign Countries)

The Fixture With "The Sunken Steel Socket"

ONKEN YOUNITS THE INTERCHANGEABLE WOOD WINDOW DISPLAY FIXTURES

There Are No Screws Screwing Into Wood

Sent on 30 Days' Trial (See Note Below)



Some Sample Groupings Made with Set No. 119

Above shows in a very small way a few of the different groups and fixtures that can be made with the assortment of YOUNITS. In each case the fixtures are ABSOLUTELY RIGID and will hold all the merchandise placed on them. The fixtures are put together as you want them, either high or low or wide or narrow; in other words you put together a fixture just as you require it, and this is done very quickly, and remember you do so WITHOUT THE AID OF A TOOL; NOT EVEN A SCREW DRIVER.

There are 96 parts or YOUNITS that constitute the set No. 119 ONKEN Interchangeable Wood Window Display Fixture YOUNITS. All YOUNITS are made of thoroughly Kiln dried oak, and all metal parts are of cold rolled steel; all YOUNITS are accurately machined so they will fit right, and are interchangeable. When a number of YOUNITS are set together, they form a fixture that is positively RIGID and STRONG. With the 96 YOUNITS you can make HUNDREDS of standard and odd window display fixtures and easily more than 500 window trims, never making any two trims alike. The 96 YOUNITS are put up in a HARDWOOD HINGED-LID STORAGE CHEST. (Oiled Finish.)

Set No. 119 Large enough for two windows and inside store use. 96 YOUNITS. **\$25.00**

Set No. 119½ Large enough for one window and inside store use. 50 YOUNITS. **\$15.00**

Send for catalog

F. O. B. Cincinnati Factory

Finish Made of select oak in three stock finishes. Weathered, Golden or Antique Oak, in a soft, mellow, waxed finish.

Storage Chest Each set is put up in a hardwood hinged-lid storage chest (oiled finish). A place to keep the unused YOUNITS.

Book of Designs A beautiful book of photographs showing large sized trims made with ONKEN YOUNITS sent FREE with each set. Shipments Made at Once. Every Set Guaranteed Absolutely, Order Through Your Jobber or Direct. Satisfaction guaranteed, or you can return the set within 30 days, and we will pay the return freight

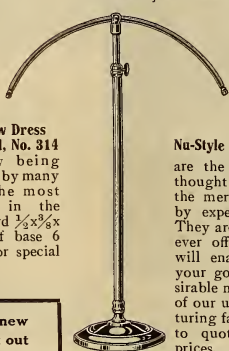
THE OSCAR ONKEN CO. 661 4th Ave., CINCINNATI, O.

GREAT WESTERN FIXTURE WORKS

Many New Ideas in Metal and Wood Display Fixtures

have just been

added to the Great Western line—original money saving ideas that please the merchant and decorator who demands distinction in style.



**New Dress
Stand, No. 314**
Now being
used by many
of the most

exclusive stores in the country. Standard $\frac{1}{2}$ x $\frac{3}{4}$ x 24. Diameter of base 6 inches. Write for special prices.

Write for new
catalog—just out

Nu-Style "De Luxe" Fixtures are the result of careful thought and study, as to the merchants real needs, by experienced designers. They are the most practical ever offered—fixtures that will enable you to show your goods in a more desirable manner and because of our unexcelled manufacturing facilities we are able to quote very attractive prices.



The Season's Newest Models

in wax figures now ready. Finely proportioned, full wax bust with beautiful facial expression. Poise of body, correct lines, etc., was never better expressed than in our complete line. These forms are guaranteed in every respect.

1601-A—Wax Form adjustable with length of skirt; body covered with black or white jersey; limbs enameled flesh color.

**133 SO. FIFTH AVE.
CHICAGO, ILL.**



Carl Netschert
IMPORTER
AND MANUFACTURER OF
ARTIFICIAL FLOWERS

Extends the most cordial invitation to all his friends to visit him at his new location

12 to 22 North Michigan Avenue
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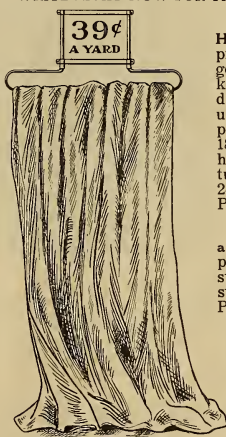
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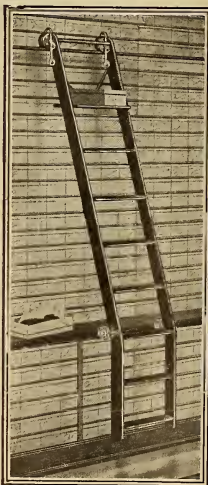
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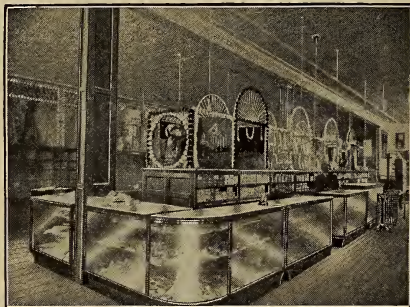
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Has important improvements and advantages over other methods, making the most beautiful, attractive and business-producing windows ever built.

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MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
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AFTER HOURS

THE AVERAGE WINDOW DRESSER WHO HANDLES HIS STORE
WORK IN A SYSTEMATIC MANNER WILL FIND IT
EASY TO BUILD UP A LUCRATIVE BUSINESS
AFTER HOURS IN SPECIAL WORK

Jerome A. Koerber

With Strawbridge & Clothier, Philadelphia

NATURALLY, the first duty of every window dresser is to the firm that employs him. He is paid to attend to the store decorations and displays and these should be handled to the entire satisfaction of the employer before anything else is thought of. The decorator should even go further than this—he should do each day's work for the store in such a manner that he, himself, is satisfied that he has done his best. An employer may be not over critical and through laxity encourage the decorator to slight his work, but the window dresser who takes advantage of such a condition is doing himself the greatest possible harm. Careless work carries with itself its own penalty. The man who permits himself to do any less than his best, even though the carelessness or ignorance of the Boss may render him immune from criticism, is belittling his own ability and compromising with his conscience. Frequently, as an excuse for slighted work, we hear the excuse—"What's the use of working myself to death—I'm doing a lot more than I'm paid for anyway." Such a man will never get very far in window dressing. The decorator who does not take enough interest in his work to do the best there is in him, should get into some other line in which he can feel more enthusiasm.

All this is intended to lead up to the matter of doing extra outside work after hours. If the decorator will handle his store work in a systematic way as suggested in our article last month, and make

the most of his time during working hours, he will have the day's work cleaned up by the time the quitting gong sounds. Of course there are times when it is necessary to do night work but these are comparatively rare occasions in a well managed store. After closing time, the decorator is at liberty. He can do as he chooses so long as his activities do not conflict in any way with his duties to his store. If he cares to, almost any practical decorator can easily build up for himself a lucrative and pleasant business that can be taken care of after hours.

In any city of considerable size there is a surprisingly large amount of miscellaneous decorating that is going on the year round, and particularly during the months of social activity. There are weddings, balls, banquets, parties and many other similar occasions for which decorating is generally done. There are very few cities in which there is any systematic effort to secure this sort of business. Occasionally a window dresser is called upon to decorate a hall or something of the sort but these calls are few and far between. Florists do more or less of the decorating for social occasions but even they do not manifest any great enterprise in going after this business. They generally take what comes to them and are satisfied. As a consequence when a person has a little job of decorating to be done, he usually makes a stab at doing it himself or seeks the services of some friend who may have a knack for that kind of work. The reason for this is that the public generally does not know where to go to get this kind of decorating done.

ADVERTISING NECESSARY

If the window dresser is to secure any considerable amount of special decorating to do, he will have to go about it in a systematic manner and do a little judicious advertising. Naturally it will not

be practicable to advertise in the newspapers of the city or in any ordinary way—the publicity will have to be of a more discreet and diplomatic character. It should consist of carefully composed circular letters on special stationery and possibly some modest little folders or circulars. Both letters and circulars should be well gotten up with an eye for the artistic—in many cases they will serve as an introduction and should therefore make a good impression.

GETTING REGULAR BUSINESS

Now let us consider the best way to go after this business, classifying the different individuals and organizations who will want this kind of work done. We will start first with the larger organizations such as fraternal societies, etc. In every city there are many societies of greater or less size that have banquets or other social meetings at stated intervals. All of these meetings will not require elaborate decorations, but in nearly every society there is at least one big occasion each year at which a liberal amount is spent in decorating. In most cases this decoration is in the hands of one of the officers or a committee with whom the decorator can easily get in touch. By making a personal call on the one who has the giving out of the order, the decorator has a good chance of getting the work providing it is to be done by an outsider. Of course the work should be solicited at an opportune time. The decorator should find out just when the event is to take place and then make his call a few weeks prior to that date. It will pay to keep a cheap card index of all the societies and other organizations with the dates of their meetings and the person to call upon. The cards should be arranged according to dates consecutively. Where it is impracticable to make a personal call, a letter may be sent. Every city directory contains a list of the societies and other permanent organizations of a city, together with the names of the secretaries. The list will be useful in circularizing.

OCCASIONAL BUSINESS

Having indexed the events that are more or less fixed, the next thing to do is to formulate some plan to take care of the occasional events such as weddings, balls, etc. The newspapers will furnish a good many tips that may be followed up. For example announcements of engagements may easily be followed up. Important weddings are generally announced some time in advance, and the same is true of other big social events. But it is impossible to suggest all of the many ways in which the decorator can secure a list of prospects. He will find it exceedingly easy to learn of occasions that may require the services of the professional decorator, but he should by all means have a systematic way of following up every good prospect.

HANDLING THE WORK

Practically all of the decorating work secured will be done by contract. This necessitates the ability to figure all costs and expenses accurately. The points to be considered in making an estimate are: Cost of material (whether bought outright or rented), cartage, the decorator's time, help (if that is necessary), and the cost of taking down the decorations and removing them. If the decorator's own materials are used, depreciation should be allowed for. What the decorator can get for his time or the amount of profit he can get will depend to some extent upon circumstances, but every job should be handled on a purely business basis with sufficient profit to make the venture worth while.

While some of this decorating work can be done at night, most of it will have to be handled in the daytime which will necessitate the services of an assistant who will work under the direction of the decorator in chief from sketches and verbal instruction. It will also be necessary to make arrangements with some florist to supply plants when they are required. In most cases, artificial flowers can be worked in to a considerable extent and these can be used several times although it may not be necessary to explain this feature to the customer.

CO-OPERATION WITH STORE

If for one reason or another the decorator finds it impracticable to launch a venture along the lines suggested, on his own capital, it is likely that he could persuade his store to back him on the basis of a division of profits or any other equitable plan. It certainly would be a good thing for any store to have a department that could take care of this kind of work. In addition to the profits, which should be worth considering, it would be a public service that should be appreciated and which should lend prestige to the store. In case the store did enter into the business, the matter of decorations would be greatly simplified as all of the decorations used in windows and about the store could be turned to good use.

EXPERIENCE NECESSARY

It goes without saying that in order to handle such a business in a satisfactory way, the decorator would have to have a good deal of proficiency and more or less experience in this particular line of decorating. These, however, could be acquired by study of the subject. It has not been our intention in this brief article to go into the details of the scheme suggested but rather to give the decorator something to think about. As was stated in the beginning, such a scheme is easily practicable in any good sized city. To work out such a plan successfully would depend upon the decorator's adaptability for the work and his qualifications as a business man.



Plate No. 7341. Display of Art Wares by B. J. Millward for Mannheimer Bros., St. Paul, Minn.

This is an exceptionally well handled display but the photograph fails to bring out all its beauties. While there is a considerable variety to the goods shown, everything

was arranged with excellent judgment and each individual piece stands out clearly. The picture is somewhat confused on account of the display at either side.

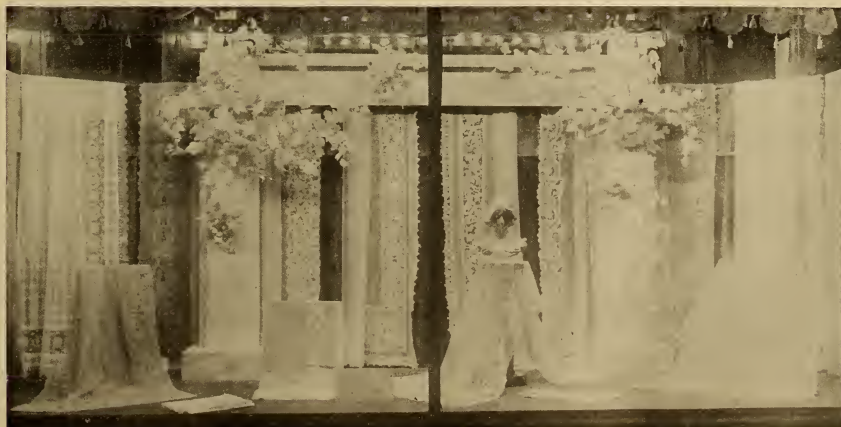


Plate No. 7342. Lace Curtain Display by J. M. W. Yost for Penn Traffic Co., Johnstown, Pa.

This is an excellent way of showing lace curtains. The background was dark blue velour and the framework was made of composition board covered with a brownish white Onyx paper put on perfectly smooth. The floor was cov-

ered with blue broadcloth. Cream colored grape leaves and pearl grapes were used as a decorative feature. The bust was a fine Italian marble. The curtains ran in price up to \$50 per pair. This was an early fall display.



Plate No. 7343. Fall Opening Display by Al. Hagen for the Grand Leader, St. Louis, Mo.

This is one of a series of similar windows put in by Mr. Hagen last fall. The chief feature of the setting was a large picture that formed the middle of the background. It was

framed in plush which was also used along the top and bottom of the background. The arrangement of the merchandise needs no description.



Plate No. 7344. Fine Fur Display by Wm. Butement for Forbes & Wallace, Springfield, Mass.

This is an excellent example of high class merchandise display. Comparatively few pieces were shown but each piece was placed so it could be seen to the best advantage.

The furs exhibited were the finest fox and ermine. The effect of this display was exceptionally rich. Little decoration was used.



Plate No. 7345. Fall Display by Al. Hagen for the Grand Leader, St. Louis, Mo.

This distinguished display was installed last fall in the big corner window of this store. In the middle was a large painting in poster effect harmonizing in color with the silk plush frame that surrounded it. Three gowns, two lace

waists, an ermine coat and a few accessories were all the merchandise shown. Large bouquets of goldenrod in tall vases served as the floral decoration. This was a remarkably handsome window.



Plate No. 7346. Dress Goods Window by Harry H. Heim for Lipman Wolfe & Co., Portland, Ore.

This display was of black and white checked wooled goods trimmed in red charmeuse, with buttons to match the cloth. Appropriate accessories such as hats, bags,

gloves, etc., were introduced to complete the display. The background is a permanent one of white enamel with silk tapestry panels. It was an unusually good display.



Plate No. 7347. A Millinery Display by George F. Roux, Toledo, O.

The lower part of the background was a wall made of plaster paris stippled on muslin and outlined. This was air-brushed in purple and blue. The onyx effect around the wall was in tints of green. The cut-out design of the gates and along the upper part of the wall was made of felt sized and bronzed. The two large

vases on pedestals were made of plaster paris and air-brushed in green and gold. Through the open gates was a park scene that was painted in water color and touched up with an air-brush. The entire background and the vases as well were made by Mr. Roux with the assistance of one boy. The picture does not do the display justice.

Home Made Week

AFTER having been tested out pretty thoroughly in cities large and small all over the country, it appears that "Made-at-Home Week" is a good business proposition for any city. Chicago merchants and manufacturers will again unite in holding another event of this kind during the week of August 11-16 inclusive. This year it will be handled in a

much broader way than ever before and the exhibits in the windows of retail stores will be on a far more elaborate scale than last year. Other cities in various parts of the country are planning events of similar character. While the retailer does not reap as great benefit from "Made-at-Home" week as does the manufacturer, it is a good thing for all concerned and the retailer will lose nothing through his hearty support to the cause.



Plate No. 7348. Display of Furs by D. J. Wellehan for the Great Department Store, Lewiston, Me.

In arranging the setting for this display the purpose of the decorator was to give the window a wintry appearance. This was done by the use of cotton and powdered

mica in imitation of snow. A snow covered fence extended along the back of the window. The floor was covered with white.

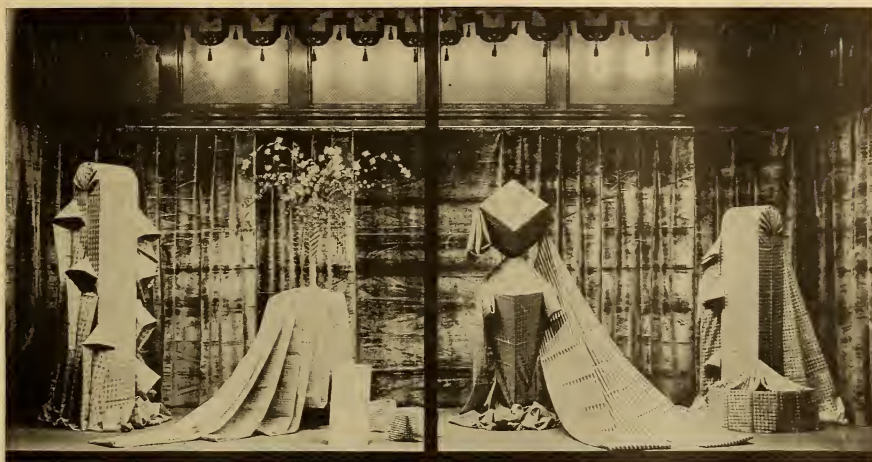


Plate No. 7349. A Cubist Window by J. M. W. Yost for Penn Traffic Co., Johnstown, Pa.

The material shown in this display was Egyptian Tissue. The cube draping from near the middle of the window was made by Mr. Yost from a small square box and pieces of packing cases. The shape is shown so

clearly in the picture that no description is required. The background was covered with pale pink silk velour and the floor was in felt to match. A single bouquet set off the display. This window attracted a good deal of notice.



Plate No. 7350. A Fall Display by A. Millermaster for Ed. Schuster, Milwaukee, Wis.

In the middle of the background was a large panel effect or doorway filled in with plush embroidered draperies. The

columns at the sides were in imitation of inlaid wood ornamented in gold.

PROPOSED changes in the parcels post should prove of material advantage to the local retailer. Reducing the rates in the first two zones only, gives the local man a slight additional advantage over the distant mail order house. Permitting

C. O. D. shipments will also simplify matters for the retailer. Merchants who have not already made arrangements to make the most of their mail order possibilities should organize such departments as soon as possible.

The Principles of Men's Wear Display

By Harry C. Davis

This is eleventh of a series of twenty-four articles that will cover every phase of the display of men's clothing and allied lines. Mr. Davis is a conceded authority on this subject which he will handle in detail from beginning to end. The articles will be fully illustrated with drawings, diagrams and photographs and will be written in a manner that will prove equally valuable to the merchant and window trimmer.

Who is to be the Judge?

EDITOR'S NOTE:—In connection with this and future articles, will be published examples of the work of a number of men's wear window dressers. These photographs will be selected as representative of this class of work as it is being handled by men having various degrees of skill in the handling of men's wear. Mr. Davis will comment upon the pictures reproduced and will call attention to good and bad points as he sees them. What he will have to say will be ventured not so much in the spirit of the critic but rather in that of the instructor who seeks to point out errors that may be corrected. Unquestionably there is much room for improvement in the displays of the average clothing store decorator as well as in any other line. It is the opinion of Mr. Davis that the showing of faulty displays is quite as important for purposes of instruction as the reproduction of perfect workmanship as it is as necessary for the student to understand what to avoid as well as what to do. Any criticisms that are made are offered in the most friendly spirit and we trust that those whose work is thus criticised will view the matter in that light. If there are any of our readers who would like to have their work criticised in connection with this series of articles are requested to send in photographs. They have the assurance that their displays will be passed upon by one whose judgment is worthy of the most careful consideration. Photographs that are sent in for the criticism of Mr. Davis should be so marked.

"When right with right wars who shall be most right!"—Shakespeare

THERE are many things other than the artistic qualities of displays for the window trimmer to consider. One of these things, and a very important one is, how the display space of a store front can be divided, apportioned among the different departments and lines, so all can be adequately represented and the display space as a whole be kept right up to the highest degree of efficiency at all times. To get business; to move merchandise, turn it into cash; to get back the money invested and with it a profit; this is what the merchant expects of his display space. And the window trimmer who does not realize this and does not devote some of his time and mental energy to figuring out how he can make every available foot of display space count—contribute something to the making of sales—does not make the most of the opportunities of his position. In some stores the

matter of dividing the display space from week to week is not left to the judgment of the window trimmer. But that is no good reason why he should not give the matter due thought. If he can show that his judgment in the matter is better than some one's else he certainly will not lose anything, and he may gain something. The something may be only respect for his judgment, but even that is worth having. You never can tell what it may lead to. More often than not it leads to more responsibility and more money in the pay envelope. For the live, shrewd business man is quick to show his respect, with good sound round dollars for the employee who renders services that induce the public to separate itself from its money.

If the trimmer realized the truth about the opportunities of his position he would realize that, of all the positions to be had in a store *his* holds *the big* opportunity to create business in all sections of the store. We might say that his position is one in which there is *power* to create business. But, like a powerful machine, its power remains a nonentity if it be not manned with an operator who possesses both skill and will.

Skill and will mean everything to the success of a trimmer. He must have skill to carry out, put into material form the things his will *to do* causes to be created in his mind's eye; and he must have will to do what observation and experience tell him are the "most right" things to do, regardless of the amount of work it entails and the difficulties to be overcome. There is no doubt that, of all men employed in a store, the window trimmer is closest to the buying-public pulse. But the position avails neither him nor the store anything unless he realizes it and has the will to make the most of it. He must *live* with his work; watch; note results and, then, profit thereby. He must, from day to day, try to catch the drift of the public mind and try to direct it into channels that lead toward the door of the store. He must study human nature, its peculiarities, its weaknesses; and try to do the things which appeal most strongly to the emotions of the average spender-of-money.



FIGURE 1—THIS DISPLAY IS OVERCROWDED.

The trimmer will often meet the very strongest kind of opposition from within, from the "head" of the store; from department "heads" and from salesmen. But that should not discourage him nor deter him from "sticking up" for the things which he is quite sure are "most right." It sometimes takes weeks, yes, months and even years to get an idea adopted—especially if it be hatched in the dormant (?) brain of the trimmer. But adoption usually, sooner or later follows persistent advocacy of a meritorious idea. Now I do not claim that the trimmer is always most right nor even just plain right. Nor do I mean that the trimmer should set himself up as "the wise guy" of the store. Far from it! For, if he is really wise, he will be, also, both tactful and diplomatic in all his dealings with the "heads" and every-one else about the store. He must meet and in some way deal with a great many of his co-workers in the store nearly every day; and on good terms with them all is the very best place for him to be.

Window trimmers are not always given credit for possessing the business sense; and perhaps some of them do not possess it. But I think it will be found that those trimmers who are really successful owe their success to the possession of this sense in some degree, and that they hold to success by keeping the purely business side of their calling in nice balance with the artistic side. Be that as it may, it has little to do with dividing our display space, so let us go back to where we started.

In some stores the windows are apportioned among the departments, and a per-day rate of rental; the trimmer's time and all other items of

expense connected with making a display for the department to which a given space is allotted is charged to that department. The rental rate is usually based on the size and location of the window and the nature of the goods displayed therein. And it usually follows that, regardless of weather and other conditions, if the sales of that department do not reach a certain favorable total that department is doomed to get along without display space for a good, long time, and they call that "good business!" This sort of thing may work out all right, may be the "most right system for department stores, where there are many things which can be *pushed* during certain seasons only. But I have yet to be shown how any benefit is to be derived in the average men's wear store by the adoption of any such complicated system.

In every department in a men's wear store there are things for which there is a year-round demand and which should be pushed because they can be *sold* at all times. Yet, in the face of this, there is not always unity of opinion as to what should be shown or how much space should be given to either a department or a line. Who is to be the judge? It is a thing of great importance, for it means one of two things—gain or loss—to every store, every week in the year. Again, who shall be the judge? Who shall say what is to be shown this week, next week and the following weeks? Who in *your* store is best qualified to render a weekly decision? That is just the point. Who in *your* store, and yours and yours? There must be some one. It may be the head of the house; a department head or the window trimmer. For the position a man holds does



FIGURE 2—A "QUALITY" DISPLAY BY A. W. MERRY.

not always indicate that he is or is not qualified to do a certain thing better than anyone else. You can't tell what a man can do until he shows you, of course. And there may be many stores in which *the man* we want to take care of this particular thing has not been found. In that case, and perhaps in all cases it seems to me that the wise thing to do is this: Let all department heads and the window trimmer get together with the head of the house every Saturday morning; compare notes of the results of the current week's displays and, then, plan a campaign for the following week.

Even then, close watch of conditions should be kept; and a change in plans to meet conditions not anticipated will often seem necessary—and should follow. For popular demand; weather and other conditions are fickle things which must be met and dealt with from day to day, and they should be dealt with carefully, consistently.

RAG TIME PHILOSOPHY

Again, it often happens that the showing made, the volume of business being done by a certain department does not satisfy the head of the house and he will think it "good business" to reduce the amount of display space usually allotted to that department. He will show the quality of his business sense by robbing the department of much-needed display space—its only hope of life—and give it to some department that is making a showing—and does not need help. At certain times,

with certain conditions prevailing one can see the wisdom of such action. But at other times this sort of thing makes me think of the following bit of "rag time philosophy" with which an old beggar once favored me. "The feller thet's got a plenty an' don't need nothin' is the feller thet alwz gits what the other feller needs an' can't git."

Well, what are you going to do about it? It is "the old man's" store!

Again, it seems to me that the display space allotted to a department and used for showing *one* line of goods could very often be so divided that more lines from the same department could be shown, and the selling power of the space, taken as a whole, could be increased. To make this more clear; to enable you to better understand just what I am driving at let me direct your attention to illustration No. 1.

AN OVERCROWDED WINDOW

This display was not made in America; but, in my estimation at least, it is as good an illustration of extravagant waste of valuable display space as we could find anywhere in this country—even in Chicago. And because of this, because it portrays, faithfully, a condition you will find in store fronts everywhere it has been selected to serve as a "horrible example." Then, too, the man whose methods I am going to "punish" is far enough away to insure my physical safety after I have applied the lash. New Zealand to Chicago—a considerable dis-



FIGURE 3—A GOOD DISPLAY BY SAMUEL FRIEDMAN OF BIRMINGHAM, ALA.

tance, indeed! No, he will not travel so far just to "get even," even if he "gets mad"—which I trust he will not do.

First, let us give the man credit for having infinite patience and the will to do the thing he believes "most right." This display represents a lot of hard work, both mental and physical. The man's aim was to attract the attention of the passing public and tickle its purchasing sense. He chose *bulk*, *quantity* of both space and merchandise to use as the compelling force. And he chose the very thing which experience with many kinds of displays has convinced me is decidedly the least effective, *the most wrong*, if you please.

In a letter accompanying this photograph, there is written: "This display was very effective and was an excellent seller." No doubt it was. But I will wager a quarter of Chicago "dressed" beef that, if that fine, large window had been divided into three sections and the shirts, instead of being made to stand on their necks, had been dressed and arranged like those to be seen in illustration No. 2, the selling efficiency of that space would have been greatly increased. There are at least two reasons why it would. First, there would have been three displays instead of one; and if each and every one of them had had as much pulling power in it as you can *feel* there was in the display shown in illustration No. 2, each and every one of them would

have rendered the same service that No. 1 was capable of rendering.

What does this mean? Does it not mean that 66 $\frac{2}{3}$ per cent of the available display space was wasted? And does not waste mean loss?

Now I do not suppose that New Zealand merchant, if he happens to read this, will figure up his losses and, then, decide to go into bankruptcy (I hope not, for I know how unpleasant it feels to be "busted"). But I believe he would get rich faster if he changed his methods, made wiser divisions in his display space.

FIGURE 2

The other reason why No. 2 is a better business getter than No. 1, is this: Mr. Merry looked more to the *quality of the display* than to the *quantity of goods* he could get into it. The way he dressed and arranged each shirt, as well as the effect of the display in its entirety, is most pleasing. It is a display that can be "read" at a glance. You need not stop and search through it to find something that may strike your fancy. Every garment has been made to look tempting. To get just a mere glimpse of any one of them is to wish to own it—tie, collar and all. As much cannot be said for display No. 1.

As a whole, display No. 2 makes a strong but quiet appeal to one's appreciation of beauty. Real

beauty, to most people, is attractive, if not irresistible in whatever form it may appear; and Mr. Merry certainly knows how to make it appear in the form of a shirt display.

Now I am not going to attempt to give Mr. Merry any pointers, for he does not need them. Nor am I going to criticise a single point in his shirt display. But I want to point out to you how we can, by doing a simple little thing or two, make that display space count for a little more; work a little harder for the store without in the least impairing the beauty or the balance of the display. Let us put a belt around the waist of the form to the right; and place two or three pairs of cuff links (each pair in a neat velvet-covered box) on the plush which you see puffed on the floor in front of the form. Somebody might see 'em, admire 'em and—*buy 'em*.

FIGURE

You may think that more *shirts*, too, could be shown in such a space as No. 2 represents. Well, if you favor displays of the more "stocky" sort in which taste as well as merchandise is displayed, look at illustration No. 3—a showing of shirts, by Mr. Samuel Friedman. Here is a display which occupies perhaps one-half the amount of space occupied by No. 1; and a display which must appeal to all who chance to pass before it. It is much more stocky than No. 2, yet there is no confusion. Nor do the selling qualities nor, again, the artistic qualities suffer in consequence of the stockiness. The display as a whole is very pleasing; and each component part is equally pleasing when viewed alone. Each and every shirt and tie stands for what it really is; and its right to the position it holds cannot be disputed, if harmony is to count for anything.

Mr. Friedman has almost—but not quite—made the most of that display space. That is, it strikes me that he has "not quite" done so.

His idea in using two display cards was, very likely, to "catch 'em both coming and going" and

he probably did it. But, had he used *one* card in which the horizontal instead of the perpendicular line-element was emphasized; and placed the card at the front center of the display, something would have been gained in both harmony of line and balance in the display as a whole. In other words, had the card been made "long" instead of "high," and placed in front of the center shirt, the contrast between the high shape of the garment and the long shape of the card would have emphasized and lent grace to the shape of both. Then, too, the long shape of the card would have been in harmony with the long shape of the display as a whole, and would have relieved, somewhat, the monotony of the perpendicular-line effect which now prevails. With the card placed in the center we would have space at the right and left for little "nests" of cuff links or scarf pins—nicely boxed. They might sell, you know, and the percentage of profit on them is usually pretty "long"—saying nothing, of course, of the "spiff" which may be there for the salesman. *He* will look out for *that*.

Little things! Perhaps they don't amount to much. But if we do not count them in, then what are the things to be summed up and how are we to reach a grand total?

S S

GET you Fall Opening cards done early. You already know what they are to be, or this can easily be decided, and there is no use waiting until the last minute. August is not a very busy month for the card writer and the fall work can easily be done in advance, thereby saving overtime work later on.

S S

IF THE MERCHANT is in any doubt as to what he can do in the way of selling by mail, an experiment can be made at little expense. Pick out a few leaders in seasonable dress goods; cut up an assortment of samples and send them out with a good form letter to a list of likely prospects.

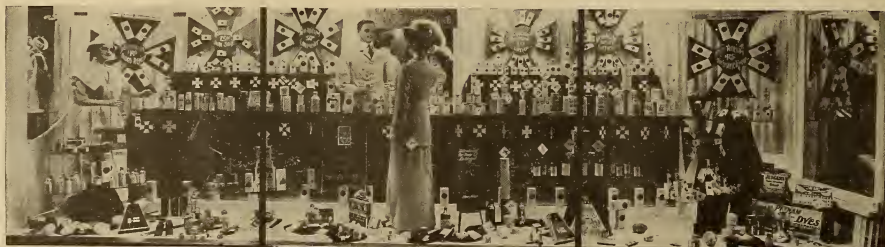


Plate No. 7351. A Drug Display by Julius Bornstein for McCormack Bros., Tacoma, Wash.

This display was put in to advertise the newly enlarged drug department of this store. The setting was arranged to represent a prescription clerk behind the counter making

a sale to a woman customer. At one end stood a nurse in uniform. A large variety of proprietaries and specialties were shown, all of them being priced conspicuously.



Plate No. 7352. Display of Silk Shirts by Arthur W. Merry for Braman Clothing Co., Denver.

The shirt on the form was fitted with a collar and carefully knotted cravat. This was placed on a plateau against a background of green velour draped in folds to the floor. A basket was used in forming the highest unit, to the left while the lower one was draped over an ordinary shirt easel, the bosom being padded with tissue to give the soft comfortable effect desired. A few flowers and a little foliage completed the trim.

Co-Operative Opening

IN MOST cities the old custom still prevails of holding spring and fall openings on such dates as the individual merchants may decide upon. Usually the different merchants keep the date of the opening a profound secret until a day or two before the event is to take place. This is done on the theory that if the information leaks out competitors will take advantage of it in some way. In some cities the merchants are beginning to take a broader view of the subject. For example:

The Merchants' Association of Kansas City, Mo., composed of the business houses in the shopping district, have arranged to hold a joint fashion show from September 29th to October 4th. It is for a display of the latest merchandise, and that means not only fashions as women understand them, but will include men's clothes as well—hats, shoes, household furnishings, jewelry, silverware, hardware—in fact, practically everything in the line of human needs even to the latest fashions in foods.

It is planned to have every store in the retail district an exhibition in itself. The show proper will open on Monday night, September 29th. All day Sunday and Monday the windows of the stores will be screened. At 7 o'clock Monday evening, with rockets as a signal, every window will be unveiled, fully illuminated and containing each mer-

chant's conception of the latest fashions. The stores will not be open on the evening of the unveiling but on the following morning the doors will be thrown open to the interior displays.

While the Merchant's Association is managing the United Fashion Shows, every merchant in the shopping district, whether a member of the association or not, has been asked to take part in the big event. All of the leading merchants are enthusiastic and naturally each will try to outdo the other in the matter of display. An official show poster is to be adopted and two prizes of \$100 and \$50 have been offered for the best and second best design submitted. This contest is open until August 20th. An exhibition of the meritorious sketches entered in the contest will be held at the Fine Art Institute the first week of September.

The United Fashion Shows will be widely advertised and it is expected that immense crowds of visitors will be brought to the city from the surrounding territory. With this in view arrangements are being made to have special attractions at the theaters during the week and other forms of entertainment will be provided for the visitors as well as for the Kansas Cityans. It is thought that this will prove so successful that it will be made an annual event.



Plate No. 7353. Display of Pajamas by Arthur W. Merry for Braman Clothing Co., Denver, Colo.

The three groups that go to make up this display show clearly the method of draping in each case. Rich linden green velour was used generously throughout the display and in each group was a bouquet of bright red roses and ferns. This made an excellent setting for the pajamas which were of very pale shades of blue, lavender, cream and pink with white silk stripes. Two pairs of white silk hose on forms and a gold announcement card completed the trim. Since the fabrics were the lightest possible suggesting comfort for hot weather, a careless arrangement is in evidence throughout. This made an attractive window of a line of merchandise that most trimmers find hard to pose.

SCHOOL WINDOWS

THE OPENING OF THE PUBLIC SCHOOLS IN SEPTEMBER IS A SIGNAL FOR THE BUYING OF ALL SORTS OF SUPPLIES FOR THE RISING GENERATION—WINDOW DISPLAYS THAT BRING TRADE

OPENING the schools during the first few days of September means a big boom for all kinds of wear for children. The vicissitudes attendant upon the long and strenuous summer vacation have left most juvenile wardrobes sadly depleted, and most youngsters will need to be outfitted completely, from hat to shoes. It will pay the merchant to make a special effort for this business.

A "School Display" is not in the least difficult to arrange for, since nothing at all elaborate is required. All that is necessary is to arrange the window in such a manner as to suggest a school-room. The "properties" for such a setting are easily secured. For years there has been a type of school window that has been used so frequently that it may be termed standard. Several variations of the type referred to are illustrated herewith. It will be noted that the general idea is much the same in all of these windows. There is in each a blackboard, maps, slates and all the other paraphernalia generally associated with the school room. In each one the "teacher" is pointing with a ruler to an inscription relative to the store, on the blackboard. Hundreds of windows like this are put in every season all over the country.

Not much variety, you may suggest. True, there isn't much variety in these displays but that does not interfere in the least with the practical selling qualities of the windows. Variety or marked originality are not necessary in this kind of displays and the ones shown here will serve their purpose as well as any that could be devised. One important feature that recommends all of these displays is their inexpensiveness.

The McCormack Bros. window was trimmed by Julius Bornstein for that firm which is located in Tacoma, Wash. On the blackboard were the fol-

lowing questions: Why does your mother buy your clothes at McCormack Bros.? Would you leave your change on the counter? What is a premium? Why do men like to trade at McCormack Bros.? Do you read the "American Boy"? Of course, all of these questions have been answered satisfactorily by the boy who stands at the opposite side of the blackboard. The window of the Abram Book Company, of Rocky Mount, N. C., shows a school room with the scholars seated at regular school benches and placed in other posi-



DISPLAY BY ABRAM BOOK CO.

tions. The teacher stands at a blackboard. All of the characteristic details of a school room have been carried out in this window even to the pictures of authors on the wall and the row of little caps and coats of the pupils. In one corner was seated the dunce of the class wearing the customary high paper cap.

Fred S. Pratt trimmed the school window of Dinert, Nachbaur & Co., Joliet, Ill. This is a corner window and a blackboard was used for the background on both sides. On it were a few sentences



SCHOOL DISPLAY BY JULIUS BORNSTEIN FOR MCCORMACK BROS., TACOMA, WASH.



TRIMMED BY C. H. SAGE FOR GENUNG & M'ARDLE, MT. VERNON, N. Y.

in the handwriting of a child, also a map of the state, etc. On one side there was a row of small desks upon which were numerous school books, tablets, etc. The show cards and price tickets were in the form of slates. Children's shoes and clothing were displayed.

The window of Genung & McArdle, Mount Vernon, N. Y., was trimmed by Charles H. Sage. In this display the blackboard has been used as a price list, a range of prices being given upon boys' and girls' school clothing and various supplies. Pens,

with a suit of clothes will prove a great inducement to any youngster. Smaller premiums or souvenirs of an appropriate character could be given with lesser purchases.

X X

Living Models

APPARENTLY the living model, as a means of displaying the fashions at the opening of the season, has come to stay. Each year more stores employ models and in almost every instance stores that have experimented in this direction have been so well satisfied that they have continued the custom. On account of the distance from the "supply," there are many stores that cannot stand the expense of a number of professional models, but that is no reason why models should not be used. In every store that employs a considerable number of saleswomen there will be found a sufficient number who have all the necessary qualifications to serve satisfactorily in the capacity of models. Having selected the girls, the remaining arrangements for the show are easily taken care of. There should be a dressing room with competent dressers to assist the models in making their changes. The decorator can provide suitable decorations for the promenade and an orchestra is easily secured. If amateur models are employed there should be a rehearsal to see that each one understands just what she is to do.

X X



TRIMMED BY FRED PRATT, JOLIET, ILL.

pencils, pads and other school supplies were distributed about among the clothing. A number of large penholders were cut from heavy cardboard and painted in natural colors. These were distributed about the display.

If the retailer who sells school supplies is not averse to the giving of premiums, they can be used to excellent advantage in connection with a school sale. In fact they can be used to better effect at this time than at any other season. A ball and bat, pair of roller skates, catcher's mask, watch or any one of a dozen other inexpensive premiums given

SOMEONE who professes to know about such matters has estimated that \$300,000,000 are spent in the newspapers annually in advertising. If that is true, we estimate that at least a third of this amount is wasted in trying to convince the public that certain sales are "The Greatest That Ever Happened."

MORE ABOUT SHOW CARDS

PEN LETTERING IS GROWING MORE POPULAR EVERY DAY
AND IN MANY STORES HAS SUPPLANTED BRUSH
WORK FOR WINDOW CARDS—SMALLER
CARDS NOW FAVORED

By G. Wallace Hess

IT SHOULD be the constant endeavor of every trimmer and cardwriter to perfect himself in the art of pen lettering as applied to showcards.

The small window card and, for that matter, the small interior card is here and here to stay and furthermore it is going to get smaller in size.

In some ways a pen letter looks stiff, but the pertinent fact remains that if you were to take a bunch of quarter sheet cards, made on the order of those shown here, and especially numbers three and four, with you when applying for a position in the high class store of today—that is; the store where you don't have to take your Kodak along to get a picture of the salesperson who waited upon you as a means of identification, in the event of your returning or exchanging the purchase—you would find that after the superintendent talked with you awhile he would most likely send you to the advertising manager and that individual would pay more heed to your small lettering than large.

A man who can put up a small lettered card in a reasonable time can get away with a large letter, but the reverse of this does not always hold

Mandel Brothers

*take pleasure in inviting
you to attend
the opening of*

*Autumn and Winter
Fashions*

*during
Exhibition Week
October 2 to 7*

"An authority on style"

AN EXAMPLE OF FINE HAND LETTERING THAT WAS
USED IN A NEWSPAPER AD.

Music Pen Lettering

Plate No.2

A B C D E F G H I J K L M M
A I C D I F G H I J K L M M
N O P Q R S T U V W X Y Z & ~
N O P Q R S T U V W X Y Z & ~
~ a b c c d d c e f f c g h h i i j k k l l m
n m n o p p q q r r s s t u v w u v w
x y z x y z 1 2 3 4 5 6 7 8 9 0 \$ ¢ %
A B C D E F G H I J K L M N O P Q R S S T U V W X Y
Z & 1 2 3 4 5 6 7 8 9 0 \$ ¢
a b c b d e f f g h i j k l m n o p q r s t u v w x y z Quality~



good. That is, if you are in a store where you are using a large window or interior sign upon which you can work to good advantage with the brush, and have never done any pen lettering, you would find if you made a change in firms and hired with a firm who wanted a small neat letter, that you would be up against a hard proposition.

The alphabet shown here is made with the music pen using thinned distemper color. The caps are five-eighths of an inch in height. The second and fourth lines show the letter as stumped in, the first and third the finished letter. The width of the stroke is made by pressure on the pen. The spurs or finishing strokes are done while the heavy stroke is still wet. You will "miss" now and then in making a letter—note the cap "A" in first line. The stumped in strokes under it are the formation of a better "A."

In pen lettering you must be careful to "set" your pen in position before starting the stroke for once you start it on a slant or curve it is hard to change its course.

Note the graceful lines of the cap "Q." This, or the letter "O" is a good letter to practice on. The pen is started at the top line in a normal position,

gradually swung to the left under gradually increasing pressure until the center is reached when the pressure is decreased just as gradually.

It will be observed that the figures are a nice size for a petite shoe ticket and that the upper stroke of the 5 and 7 are outlined, it being easier to fill them in than attempt to make the stroke under pressure.

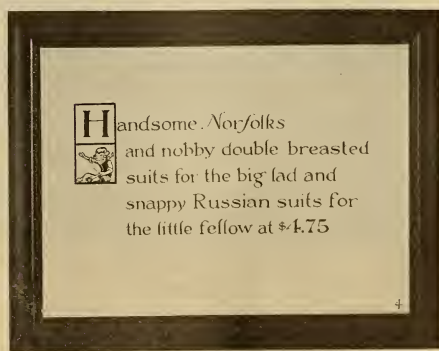
I can make card Number Four in eleven minutes readily. By no other means can you put up a card of this class—that is, a roman effect letter—in the same time as you can with the music pen.

Card Number Three shows the play of the pen, that is, the maximum stroke and almost the minimum stroke.

Card Number Two shows a slant italic effect made in a few seconds under five minutes. Number one shows how the pen can be used for outlining, the words "Autumn Opening" being outlined and filled in.

It's a good plan to begin now to work out your fall window cards and interior case cards if possible. The lazy season will be passed in a few weeks and we will soon be talking holly cards.

"The Mandel announcement shown is an excel-



lent example of high class lettering and was used as a newspaper announcement several years ago. It is worthy of the careful attention of the man who is devoting a little more than the ordinary care to things in this line. In drawing lettering of this sort, the slant is determined first and the card then ruled up with light pencil guide lines about one-fourth inch apart to assist the workman in keeping the slant uniform.

The initial panels are, as usual, pasted on the card.

If you have tried pen lettering or do try it and feel that you need further assistance to overcome any obstacle which may confront you, we will, if you write the editor not later than the fifteenth of each month, endeavor to help you in the next issue.

Owing to the stress of work to be done for the convention this article may not be as valuable as some in the past, but the September article will be up to or above the usual standard.

✕ ✕

WHOEVER it was that said "Competition is the life of trade" probably knew what he was talking about. At any rate there is no present indication of trade passing away from the lack of it. There is and always will be plenty of competition. What we need most is a little judicious co-operation which is also a mighty good thing for trade. If local merchants will lay aside petty jealousies

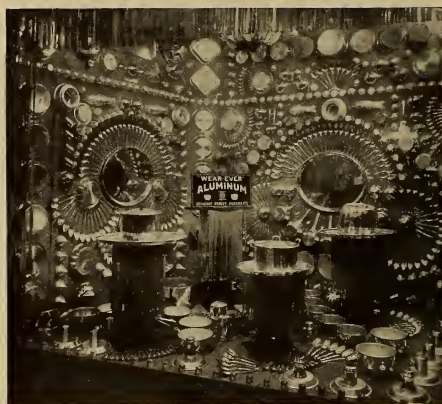


Plate No. 7354. Display of Kitchenware by H. W. Goeller, Columbus, Ohio.

This was one of two windows trimmed similarly. The background, floor and trimming were all in emerald green and the electric lamps were the same color. The attractive arrangement of the goods shows for itself. This made a striking display.

and get together they will find that a great deal more can be accomplished through the united efforts of many working as one, than can be done by individuals pulling in different directions. Get together and work for the town.



Plate No. 7355. A Display of Jewelry by Marshall Field & Company, Chicago.

This picture shows a typical jewelry window of this house. There were two low plateaux covered with brocade material and on these most of the merchandise was shown. A

few additional pieces were displayed near the glass on the felt covered floor. The decorations consisted of different kinds of fall foliage intermingled.

BACKGROUNDS

MONEY SPENT FOR GOOD BACKGROUNDS IS A GOOD INVESTMENT—EVERY WINDOW DRESSER SHOULD BE ABLE TO HANDLE THIS PART OF HIS WORK—SOME SUGGESTIONS AND ILLUSTRATIONS

A. J. Edgell

Lancaster, Pa.

IT HAS been stated that one big State street store has spent as much as \$100,000 in a single season for decorative settings for the windows and interior of the store, and considered the expenditure of this great amount of money a good investment because of the results obtained from showing merchandise in front of settings that enhance its beauty and lift it from the commonplace. The name of

ground that alters the whole appearance of the window. It will stop the people and give the merchandise an opportunity to show its good points.

Manufacturers offer a wealth of materials for background work at a small cost. Imitation bark, wood grain, onyx, marble and leather papers, art wall papers in friezes and panels, scenic panels that cost comparatively little, papier mache, plaster and composition ornaments, to say nothing of the beautiful artificial and preserved flowers and foliage with which every decorator is familiar—all of these make it possible for the enterprising decorator, no matter how meager his allowance may be, to make a good showing. The four background suggestions that are shown here are not at all difficult to construct. Any of them can be made up easily by the average trimmer at a very reasonable cost.

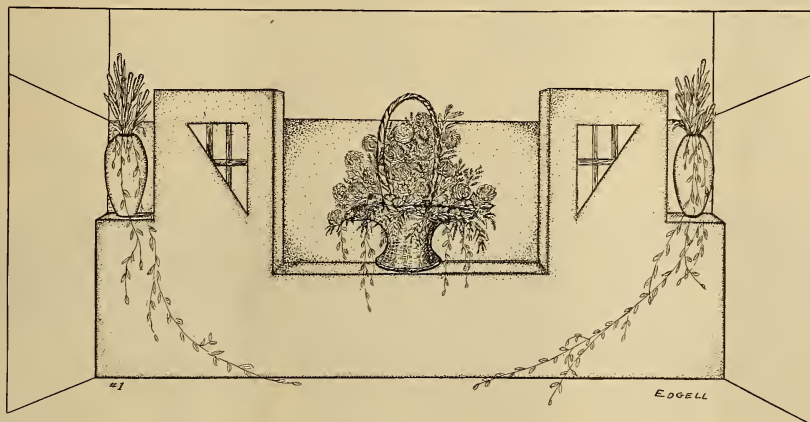


FIGURE 1.

this great store is a synonym for "Business as it Should Be Done." It must therefore be taken for granted that the background does aid materially in presenting the merchandise in a manner attractive to the public and thereby increases the desire to buy. This in itself should stir into action those window trimmers who through inability to create or sheer indifference decry temporary backgrounds. In many cases the trimmer's ambition as to backgrounds is satisfied with two or three feeble attempts each year—Easter, the fall opening and Christmas cover the pretentious attempts at backgrounds made by the average store in the course of a year. At all other times the windows are without any particular character or distinctiveness because of their sameness of general appearance. A different method of handling the goods or a different "set-up" alter the displays to a slight extent but the difference is so slight that it generally escapes the notice of the passing public. But for an out and out change, put in a good snappy back-

ground that alters the whole appearance of the window. It will stop the people and give the merchandise an opportunity to show its good points. Manufacturers offer a wealth of materials for background work at a small cost. Imitation bark, wood grain, onyx, marble and leather papers, art wall papers in friezes and panels, scenic panels that cost comparatively little, papier mache, plaster and composition ornaments, to say nothing of the beautiful artificial and preserved flowers and foliage with which every decorator is familiar—all of these make it possible for the enterprising decorator, no matter how meager his allowance may be, to make a good showing. The four background suggestions that are shown here are not at all difficult to construct. Any of them can be made up easily by the average trimmer at a very reasonable cost.

Illustration No. 1 is a suitable setting for a fall showing of millinery, although it could be used for other lines. The frame is to be made in sections to permit easy handling. Light strips of lumber are used and these are covered with composition board preferably although muslin or felt may be used. The form of the framework is sufficiently evident in the picture to need little description. The space in the middle serves as a shelf for the large ornamental basket filled with flowers and foliage in autumn tints. There is another shelf at each end that will serve to accommodate a vase filled with cattails or any flower that may find favor with the decorator. The background might be colored in tones of brown ranging from dark at the bottom to light at the top. This coloring can be done with cold water paint but an air brush would give a better job as the tones could be blended more perfectly. The triangular opening in each column is to be lined on the sides and back but not on the front side, and an electric lamp should be placed low

enough in the column to be invisible itself but cast a glow over the lining of the triangular opening. A green lining with a green or amber lamp will give a color effect that will blend with the remainder of the setting. Fine ferns or any other delicate foliage can be used to descend from the vases as shown in the sketch.

Illustration No. 2 shows a "Futurist" background that can best be described as a riot of color,

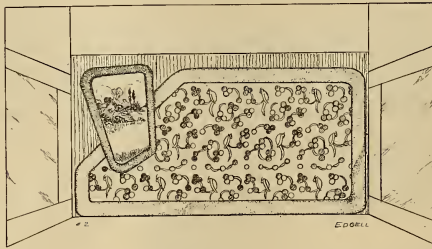


FIGURE 2.

it being designed after the new art in form and coloring. It is the window trimmer's duty to be among the first to present to the public anything new that is likely to have an influence upon the fashions. He should be up to the minute on style tendencies and this can be done by reading the trade papers. This setting is intended to be used in connection with a display of yard goods in which are shown the new patterns and colorings. A large frame made from composition board and painted brown is to be placed over a large panel covered with wall paper or cretonne of futurist pattern. That shown in the sketch had a dark background

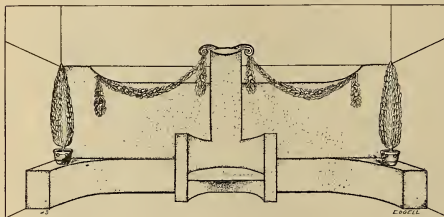


FIGURE 3.

with spots of pink and blue and connecting lines of orange. The queerly shaped bird was in yellow and resembled a parrot. The small panel is made of composition board and contains a scene painted in reds and browns with no detail. This frame is of red. A drapery of reseda green extends across the background. Any of the new silks will furnish a color scheme for a window of this kind and the upholstery department will no doubt have some of the new art cretonne for the panel.

Illustration No. 3 shows a setting suitable for a showing of millinery or ready-to-wear. The central part of the background is in the form of a large seat such as is sometimes seen in an Italian garden. It is to be made of composition board. The sides or arms curve toward the back in the form of a semi-circle. The back should be carried to a height of about seven feet or more from the floor and finished off with some ornament in plaster or papier mache. On either side of the lower part of the back is to be carried out in a curved base 18-inches high, the sides fitting against the ends of the window. At each side is placed a tree in a large pot or tub. The upper part of the background is to be made of composition board cut out as is shown in the drawing. The entire setting should be painted with cold water paint and a stone effect given by covering with rock crystal, the pots or tubs being finished to match the rest of the setting. A light grey or tan should be used to form a contrast with the colors generally seen in fall garments. The

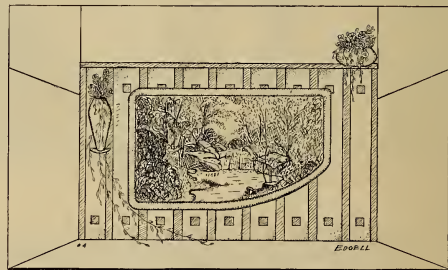


FIGURE 4.

trees can be made up from ruscus or boxwood can be obtained from the florist. If ruscus is used it should be shaded from deep brown at the bottom to a light tan at the top. The festoons and pendants are made of foliage and flowers in autumn tints. Should the decorator like more ornamentation, he can use plaster or composition beading, or even medallions or other ornaments with this setting.

Illustration No. 4 shows a setting designed for a shallow window and is appropriate for a showing of men's wear. Grey stripes on a white background with a frame in old ivory edged with gold and the vases in old ivory would prove an effective color plan. The scenic panel is intended to set back about twelve inches from the striped background. Such a panel can either be made by the trimmer or it can be secured from any scenic painter. It could be made with a transparency where the falls and water are seen and a handsome effect created by an arrangement of lights at the back. Roses and vines in fall colors in the vases would finish off this setting.

SIXTEENTH ANNUAL CONVENTION

The most important meeting the association has ever held—Attendance of nearly seven hundred representative decorators—Good program and plenty of entertainment—Great future predicted for the organization—Next meeting to be held in Chicago.

Exhibits by manufacturers are a great success—Many firms represented with fine displays covering a great variety of lines.

THE SIXTEENTH ANNUAL CONVENTION, held in Chicago August 4, 5, 6 and 7 was without question the most important meeting the association has ever known—it was a great meeting in every way. The convention of 1912 broke all previous records, but the one of 1913 has been the means of developing a number of new principles and ideas that will have a far reaching and beneficial effect upon the organization.

The attendance, including local visitors, was nearly seven hundred. Among those present were

been advertised to appear, for one reason or another failed to appear. This is to be regretted since it had been hoped that the program might be carried out to the letter as it had been planned. However, the omission of a few of the advertised attractions by no means lessened either the educational value or the interest in the program as it was presented. There were on hand many other competent and willing men who took the place of the absentees, and every minute not occupied by the necessary routine of the convention found the demonstration platform occupied by some one who was capable of holding the undivided attention of the big audience.



CLAUDE J. POTTER, THE NEW
PRESIDENT OF THE I. A. W. T.



ARTHUR W. LINDBLOM,
FIRST VICE-PRESIDENT.



MORTEN HOFFSTADT,
THE RETIRING PRESIDENT.

hundreds of window dressers whose names are known all over the country. It was a meeting of the representative men of the craft—the men who do the big things in the world of display.

There were decorators from nearly every state in the Union—from the Atlantic to the Pacific and from Canada to the Gulf of Mexico. It was a splendid crowd of earnest, capable men who are directly responsible for the annual distribution of many millions in retail merchandise.

The program was remarkably interesting and instructive. It is true that some of those who had

One feature that should give the association greater cause for congratulation than almost any other law in the spirited contest between various cities to secure the convention for 1914. This is in sharp contrast with conditions three or four years ago. At that time the conventions were "wished upon" the various cities without any solicitation. The choice of a convention city was then a small matter either to the association or to the city selected. No city was enough interested in securing the convention even to ask for it. At the last meeting the association received the most urgent invita-



tions from a score or more of the leading cities. Many letters were received from mayors, governors of states and other persons and associations of importance, offering the most substantial of inducements to secure the 1911 meeting. All of this is eloquent testimony as to the present standing of the association. As several members expressed it, "The organization has been placed on the map."

The contest between New York and Chicago for the next meeting was spirited from the start. New York put up a gallant fight. The delegation from that city had made remarkably complete preparations to meet every argument that might be made against the meeting going east. They were backed by the leading commercial organizations, prominent merchants and by practically all of the prominent decorators of New York and Boston. The plea for New York was made most eloquently by Mr. True and his associates, but Chicago had the advantage of being "on the spot" and, with the credit of two eminently successful meetings, this proved an advantage to the western city. It was a close contest, however, and its very closeness can not but prove of advantage to the association. It means that in the future the city that gets the convention will have to do something more than ask for it. It seems that greater efforts than ever before will be made to make the meetings worth attending.

There is another thing upon which the association may congratulate itself and that is in the selection of Claude J. Potter of Lancaster, Pa., for President. It is doubtful if in the entire window dressing fraternity there could have been found a man who is better qualified to hold this position, or who can do more to uplift and advance the interests of the organization that has selected him as its head. He is a man of unusual natural ability to which has been added long training in this field. He has energy, initiative and executive ability. President Potter will do much for the association. The other officers have also been well chosen and may be de-

pended upon to make the coming year the greatest in the history of the organization.

In the report of the convention which follows it is to be regretted that lack of time and space made it impossible to print in full all of the addresses. These will appear in later issues of the Official Organ. The proceedings of the various sessions were as follows:

MONDAY MORNING, 9:30 A. M.

The convention was called to order and officially opened by President Morten Hoffstad of Milwaukee. Following the formal opening the welcoming address was made by Albert C. Ferguson on behalf of the Chicago Association of Commerce. Mr. Ferguson left no doubt in the minds of his hearers that they were welcome to Chicago. Claude J. Potter of Lancaster, Pa., responded for the association to the address of welcome. The next order of business was the appointment of committees, which were selected as follows:

Committee on Order—W. L. Richmond, Dowagiac, Mich.; F. Vander-Vries, Grand Rapids, Mich.

Committee on Resolutions and By-Laws—C. J. Potter, Lancaster, Pa.; Arthur W. Lindblom, Minneapolis, Minn.; H. J. Lamothe, Holyoke, Mass.

Board of Auditors—Harry W. Hoile, Birmingham, Ala.; B. J. Millward, St. Paul, Minn.; Harry S. Boyd, Portsmouth, Ohio.

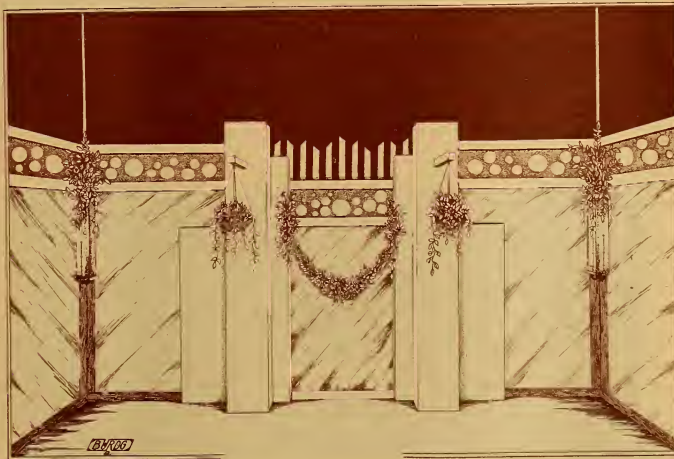
Contest Clerk—J. E. Hancock, Charleston, W. Va.

The convention then adjourned for lunch.

MONDAY, 2 P. M.

The meeting was called to order by the President, after which the minutes of the 1912 Convention were read and approved. The reading of communications was next. Communications and telegrams of regret and good wishes for a successful convention were read from Theo. C. Oberle of the Higbee Co., Cleveland, Ohio; A. P. Dolbeare, Norwich, Conn.; the Barlow Co., Holyoke, Mass.; M. P. Staulcup of the Burson Knitting Co., New York. All of these letters were highly interesting and expressed the best of feeling toward the N. A. W. T. of A. One from Jerome A. Koerber, head window dresser for Strawbridge & Clothier of Philadelphia expressed the sentiments of Eastern decorators regarding the association. Mr. Koerber's letter was received with much applause.

Following the reading of communications, D. B. Bugg of the *Dry Goods Economist* of New York made a brief address. He was followed by Ed O'Malley of Kankakee and A. W. Lindblom of Minneapolis, who also spoke briefly. After some routine business of the convention



SKETCH USED IN MR. BURDG'S DEMONSTRATION—SEE COMPLETED SETTING ON PAGE 36.

had been transacted, E. O. Burdg of the *Dry Goods Reporter* of Chicago delivered an illustrated address on the designing of backgrounds.

DESIGNING BACKGROUNDS

Mr. Burdg made an excellent address and then proceeded to demonstrate his suggestions by means of a finished drawing. He explained the various steps by which the ideas on paper are transferred to concrete form in the window, dwelling at length upon the various materials, color schemes, etc. Then, by means of a small sectional model he built up the different parts of the setting. During the demonstration and drawing everything was explained in a clear and concise manner.

At the completion of Mr. Burdg's address there followed an interesting demonstration on the care and re-finishing of wax figures by A. H. Priest, Indianapolis, Ind.

The convention then adjourned for a boat ride on Lake Michigan. The members and guests met at 7:30 p. m. and took a trip on the steamer "Roosevelt." The boat ride was a very enjoyable affair for most, but the high waves proved a bit too much for a few who were not "good sailors." After the return from the boat ride one of the prominent manufacturers entertained the members of the convention at his factory. Altogether the evening was very pleasantly spent.

TUESDAY MORNING, 9:30 A. M.

The president called the convention to order, after which the report of the membership committee was read, as follows:

SECRETARY'S REPORT

Next in order was the report of the secretary. This was read as follows:

July 31, 1913.

To the Officers and Members of the National Association of Window Trimmers of America—Greeting:

Your Secretary respectfully makes the following report for the year August 1, 1912, to July 31, 1913:

1912—

Month.	Appl. Recd.	Mem'ship Fees.	Dues.	Adv.	Sale of Buttons	Total.
August	91	\$182	\$261	\$78	\$9	\$530
September	1	2	8	..	1	11
October	2	4	4	38	1	47
November	2	4	4	7	..	15
December	1	2	2

1913—

January	1	2	2
February	3	6	6	12
March	2	2
April	3	6	2	8
May	3	6	6
June	8	16	25	36	..	77
July	21	42	56	98

Total	136	\$272	\$368	\$159	\$11	\$810
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Expenditures—

August, expenses August and convention.....	\$ 307.56
September, expenses month.....	46.79
October, expenses month.....	41.09
November, expenses month.....	1.08
December, expenses month.....	1.76
1913.	
January, expenses month.....	11.20
February, expenses month.....	7.26
March, expenses month.....	4.20
April, expenses month.....	2.20
May, expenses month.....	26.65
June, expenses month.....	4.50
July, expenses month.....	20.13

Total expense for year.....	\$ 474.42
On hand August 1, 1912.....	249.42
Received from August 1, 1912, to July 1, 1913..	810.00

Total	\$1,059.42
Total expense	474.42

On hand July 31, 1913.....	\$ 585.00
Due the association for advertising in program..	256.00
67 members in arrears for dues for 1913.....	133.00

Total	\$ 389.00
Members enrolled and members in arrears for dues for 1913:	

Enrolled.	Arrears.	
Total	273	67
Record of attendance of the 1912 convention:		\$133.00

Total number registered.....	457
Total number of members attending.....	64
Applications received during the convention.....	87
Exhibitors, representatives, honorary members and visitors	68
Leaving a balance of.....	238
Window trimmers who enjoyed the privileges of the convention, of these 3 (only three) have since joined the association.	

Trusting the members may be able to gather from this report the facts as they are and to do their part to fill in the weak parts of our association. All of which is respectfully submitted,

P. W. HUNSICKER,

July 31, 1913.

Secretary.

The report of Secretary Hunsicker was received with enthusiasm and met with much applause. A motion was made that the report be turned over to the Auditing Committee, which was done.

The report of the treasurer was then read and accepted. (Through a misunderstanding, a copy of the Treasurer's report could not be secured in time to be included in this report. It will appear in a later issue of the Official Organ.)

The Treasurer's report was received with very much enthusiasm and also referred to the Auditing Committee.



THIS IS THE COMPLETED SETTING MADE FROM SKETCH SHOWN ON PAGE 35.



DRAPES MADE BY WILL H. BATES IN HIS DEMONSTRATION.

Next was report of the Resolution and By-Laws Committee, which will be published later.

The Resolutions and By-Laws Committee reported many changes in by-laws for the ensuing year. One of the most important and far reaching changes was that change in the name of our association. After the committee suggested the name of "The National Association of Display Managers of the World," which brought out a very lively discussion. The name of "The International Association of Window Trimmers" was suggested and was unanimously carried. The chief purpose of this change was to broaden the scope of the organization by taking in members from Canada and other countries.

Another important matter reported by this committee was the adoption of rules and by-laws governing local associations and providing for issuing charters. Local associations can be affiliated with the national body by procuring a charter at a fee of \$10 and paying a per capita tax of \$1 per year per member. This will entitle each member of the local associations to all the rights and privileges of a regular member of the "International Association." The by-laws were then read and adopted by the By-Laws Committee with the exception of officers' salaries, which was laid over until after the election of officers. The convention then voted to send an official invitation to the Canadian Window Decorators' Association, Twin City Window Decorators' Association and the organizations of many local associations throughout the states. Immediately after the adoption of the by-laws, the Secretary read the application from the Milwaukee Decorators' Association for Charter No. 1, from the Grand Rapids Window Trimmers' Association for Charter No. 2, and from the Lancaster Window Trimmers' Association for Charter No. 3. These three associations were unanimously elected members of the "International Association of Window Trimmers," with all rights and privileges connected therewith.

The official photograph was taken at 11:30 a. m., and this concluded the morning session and the convention then adjourned for lunch.

TUESDAY AFTERNOON

The convention was again called to order at 2 p. m. by the president. The first business was the appointment of judges on awards as follows: J. Robert Reed, Minear D. G. Co., Greensburg, Ind.; Edw. J. Thuning, Fair Co., Cincinnati, Ohio; E. G. Redmond, Ziesel Bros., Elkhart, Ind.; Fred J. Wysor, S. Grumbacher & Son, York, Pa.; E. D. Pierce, Sibley, Lindsay & Curr Co., Rochester, N. Y.; H. I. Lamothe, A. T. Gallun, Inc., Holyoke, Mass. Then followed an address by Joseph B. Mills, advertising manager for Lefly's, Milwaukee. Mr. Mills made an excellent address on the subject of co-operation, which will be reproduced in full in an early issue.

The address by Mr. Mills was warmly applauded, after

which there was a demonstration of drapery by Will H. Bates.

DEMONSTRATION OF DRAPING

The demonstration of draping by Will H. Bates of the Koester School was an object lesson to many of the boys in simple free hand draping on the full form. Many trimmers seem to have the idea that drapes on the full form should so closely resemble a made-up garment that the customer will mistake it as such. Drapes of this kind usually require a great deal of time to make, with much pinning and folding of the goods, resulting in more or less damage to the material. The five drapes illustrated were made by Mr. Bates in his demonstration covering about an hour's time.

At the conclusion of Mr. Bates demonstration, T. R. Branner of the "Drygoodsman" of St. Louis took the stand and addressed the assembly on the subject of "Co-operation Between the Window Trimmer and the Ad-man." The speaker in an entertaining and instructive manner pointed out the benefits of working together, and gave practical illustrations showing how both are benefited by intelligent team work. His address was well received and prolonged applause indicated the appreciation of the audience.

WINDOW DISPLAY AND ADVERTISING

Following Mr. Branner, Arthur W. Lindblom, decorator for the New England Furniture and Carpet Co. of Minneapolis, Minn., was introduced. Mr. Lindblom has unusually broad and practical ideas for broadening the field of usefulness of the window dresser and thereby increasing his earning capacity. He delivered an interesting address based upon his own experience and a careful observation of conditions connected with general advertising, window display and retail merchandizing. Mr. Lindblom's address will be printed in an early issue of the Official Organ.

CARD WRITING DEMONSTRATION

G. Wallace Hess of Chicago was next on the program. Mr. Hess is probably the best known department store card writer in America, and he is fortunate in having the gift of imparting the knowledge he has acquired in his many years' experience with big stores. He gave an excellent talk on the tools and materials used by the show card writer and also volunteered some wholesome advice to the beginner in show card work. Mr. Hess' address will be published in full in an early issue of this journal. At the close of the address and demonstration by Mr. Hess, the convention adjourned for dinner.

TUESDAY EVENING SESSION

At 7:30 p. m. the convention reassembled for what proved to be a most interesting session. A notable address was made by Al Hurst of the Economist Training

School of New York. During the past year or so Mr. Hurst has been working upon a broad plan to secure closer co-operation between window dressers and national advertisers. His address covered his experiences in this line and told what has been accomplished up to the present time. The following is merely an outline of what Mr. Hurst had to say, as all of the points contained in the following notes were elaborated upon and explained at length. The following is the outline:

NATIONAL WINDOW ADVERTISING

Mr. Hurst gave a general outline of his plan which contemplates a central bureau having connection with capable decorators in all parts of the country. The purpose of the bureau is to first get in touch with national advertisers who wish to use show windows in connection with their other publicity. Show window campaigns are to be laid out for these big advertisers and then carried into effect by local display managers who are situated nearest to the points where the work is to be done. For years big producers of all sorts of merchandise have been endeavoring to make use of the show windows of the retailers who handle their goods. The reason they have failed to get the right results has been largely through a misunderstanding of the situation. Mr. Hurst after an explanatory introduction spoke as follows:

"A great many manufacturers in their eagerness to secure window space, after the value of this publicity dawned upon them, have forcibly solicited the dealer's display space and neglected the fundamental principles required to displaying merchandise successfully, from both an advertising and sales standpoint. In other words, they have not taken the advice and counsel of an expert display manager into consideration in planning for a display of their product.

"This haphazard method naturally caused large window display material waste. In many cases the manufacturer was not entirely to blame for the omission of this important detail in his advertising campaign, because he did not know where expert service of this kind was to be had. As a result we find the following mistakes made by the manufacturer in planning his window trims for the dealer:

"Window material is often sent to the merchant which would detract and cheapen the display publicity policy of the store, in other words lower the tone and character of the store front.

"Material was often sent to the merchant designed to fill a large window when the display space required to put in the trim was greater than the manufacturer could reasonably expect for the showing of his product.

"At other times material was sent to the dealer for immediate use when the merchandise was not in season in his locality.

"Manufacturers often expected the merchant to place displays of their material, when the dealer would display other merchandise in his window to a much better advantage. The manufacturer expected the merchant to devote his valuable window space on articles that did not have a large profit, at such times as holidays, openings, etc.

"Mistakes have been made by manufacturers by requesting a full window from the dealer for the display of his particular product, when better results could have been secured by combining his product with other products in a combination showing.

"One of the greatest mistakes of all is the sending of expensive, highly lithographed circus poster, advertising window posters, etc., to stores catering to the best trade in the city.

"Another important fact that the manufacturer has overlooked, in a great number of cases, is the submitting of materials that have absolutely no connection with the merchandise and is not of an educational value to the public.

"Another mistake is made by sending expensive advertising material to merchants without sending them complete plans for placing the displays not only in the windows, but, in the show cases and interior. By this neglect the recipient often fails to grasp how he can use this material to advantage in his business.

"By reviewing these remarks, you can readily understand that if the advice of an experienced display manager had been taken into consideration, practically all of these mistakes could have been rectified, and much time and money would have been saved in preparing and manufacturing impractical display schemes, and better mer-

chandise through the windows would have been the result.

"The National Advertisers are today recognizing that it is a part of wisdom for every manufacturer to thoroughly study his own display problems, and co-operate with someone who has had experience and can assist him with the work, this is the only means whereby they can effectively and economically co-operate with the merchant in the display and sale of their particular line of merchandise.

"Real window display service would be appreciated by the dealer, and when the National Advertising Bureau is an established fact, it should result in better merchandising displays generally, and the only way to secure the right kind of service is to solicit the advice of men such as you, who have made the proper display of merchandise a life study.

"Gentlemen, here is one of the world's greatest advertising forces lying dormant, as far as effective publicity is concerned in a large national way, and I hope that your co-operation and my co-operation with the Association of National Advertising Managers will more firmly establish the position of the display manager as an important factor in his community.

"The best assistance that you can offer the manufacturer is to criticize the display material that comes to your store. That is, if it does not come up to the standard. If the material will not suit your store display policy or requirements, write the publicity department and tell them how this material could be improved upon, and suggest that in planning window advertising in the future, that an expert display manager's services be taken into consideration.

"Practical ideas are what count in all kinds of advertising nowadays, and, if you can offer constructive criticism of the display materials sent you by a sketch or suggest ideas for improvement, I do not think it would be amiss to enclose a bill for your services, providing your ideas meet with favor.

At this point in his address, Mr. Hurst introduced a large number of excellent stereopticon views showing what manufacturers in many different lines are doing to co-operate with the retailer in the matter of intelligent window advertising. The views were highly interesting as they showed the different ideas that are entertained as to the manner in which displays should be made. Mr. Hurst explained each picture.

NOVELTY WINDOWS

One of the most interesting features of the convention was the stereopticon address by E. D. Pierce, who has charge of the windows of Sibley, Lindsay & Curr Co. of Rochester, N. Y. Mr. Pierce illustrated his address with a series of colored reproductions of a series of displays designed and installed by himself last Christmas. While it is a rather broad statement, we believe we are safe in saying that, everything considered, this was the most notable series of novelty window that has ever been installed. Reproduced in the brilliant colors of the originals they made an impressive showing. After a few introductory remarks of a humorous character, Mr. Pierce proceeded to make an excellent address which we shall print in our October issue, when the pictures will appear.

Mr. Plowman of the Johns-Manville Co. made an interesting address on show case and window lighting. He illustrated examples of good and bad systems of illumination and explained in an interesting way how to get the best lighting results most economically. The meeting then adjourned for the evening.

WEDNESDAY MORNING

The meeting was called to order and a good deal of business was transacted. The following bills were presented:

Bastian Bros., Rochester, N. Y., for 700 badges and slips, total \$172.00.

Dieges & Clust, Chicago, for cups and medals, total \$144.00.

The Duhamel Printing Co., Grand Rapids, for	
Entry slips	\$ 2.50
500 membership cards.....	4.50
Letterheads and Circulars.....	6.50
1 M Record cards.....	3.25
4 Half-tone cuts	7.00
1 M Programs.....	192.00
Prepaid frt.....	1.25
Total.....	\$217.00



DEMONSTRATION OF MEN'S WEAR DISPLAY BY D. A. POLAY.

Bill from secretary for transfer and express.....\$2.30
 Bill from President for postage.....\$7.60
 Bills from Claude J. Potter and Bd. of Trustees for postage.....\$5.00
 Bill from John F. Grannell, Evansville, Ind. P't'ge.....\$3.00
 Bill from Membership Committee for postage.....\$3.00
 Bill from Hallock Adv. Agency for typewriting and assembling of by-laws.....\$1.00

Motion was made and seconded that said bills be referred to the Board of Trustees. A bill presented from William Osman & Son, Ottawa, Ills., for envelopes and letterheads purchased in April and June of 1909, total \$14.25 was referred to the Secretary and Board of Trustees to investigate, with authority to pay same, if found correct.

New business was then taken up. A motion was offered that the next convention give prizes on actual demonstrations by members of the Association instead of awarding the prizes on photographs of window trims. Amendment was made that prizes be awarded on the photographs on window trims as heretofore in addition to the prizes offered on contest. After some discussion the amendment was carried and the motion as amended was carried.

A motion was made that the Convention employ a court stenographer to report the proceedings of our next

convention. This motion also was duly seconded and carried.

A motion was made and carried that the next Committee on Arrangements provide for two rooms in which to hold our convention. One room is to be used for booths and the other room for demonstrations and business of the association. The motion was seconded and carried.

MEN'S WEAR DEMONSTRATION

An exceptionally interesting demonstration of high class men's wear display was made by D. A. Polay of Chicago. Mr. Polay used a large variety of modern display fixtures and showed many practical and artistic arrangements and combinations of all sorts of haberdashery and men's clothing. The demonstrator is thoroughly familiar with every branch of this line of work and his skillful manipulation of the merchandise and fixtures was watched with great interest by every one present. The accompanying illustration shows some of the units arranged by Mr. Polay. After this interesting number on the program, the convention adjourned for lunch.

WEDNESDAY AFTERNOON

The President called the meeting to order at 2:00 P. M. after which the report of the Judges of Awards was presented and read as follows:



WINNER OF FIRST PRIZE, CLASS 21, BY GEO. SCOTT, GRAND RAPIDS, MICH.



A FEW OF THE PRIZE WINNERS.

THE PRIZE WINNERS

CLASS 1—For the best and most original window display of any class of merchandise for holidays or openings:

1st prize—C. E. Green, H. Liebes & Co., San Francisco, Cal.

2nd prize. M. J. B. Tennent, Meier & Frank Co., Portland, Ore.

CLASS 2—For best window display of Women's Ready to Wear:

1st prize. E. F. Swank, Louis Bishop, Crawfordsville, Ind.

2nd prize. Walter K. Best, The Turner-Ebinger Co., Marietta, O.

CLASS 3—For best window display of Men's or Boys' Ready to Wear:

1st prize. Harry W. Hoile, Loveman, Joseph & Loeb, Birmingham, Ala.

2nd prize. J. M. Ward Yost, Penn Traffic Co., Johnstown, Pa.

CLASS 4—For best window display of Millinery:

1st prize. M. J. B. Tennent, Meier & Frank Co., Portland, Ore.

2nd prize. Harry W. Hoile, Loveman, Joseph & Loeb, Birmingham, Ala.

CLASS 5—For best window display of Men's or Boys' Hats:

1st prize. C. F. Meiers, Plymouth Clo. Co., St. Joseph, Mo.

2nd prize. J. E. Hancock, Schwabe & May, Charleston, W. Va.

CLASS 6—For the best window display of Furnishing Goods:

1st prize. Lawrence Hood, Duke's Clo. Store, Ft. Wayne, Ind.

2nd prize. E. A. McClung, The Hub, Salina, Kans.

CLASS 7—For best window display of Underwear:

1st prize. T. G. Duey, Macpherson & Edwards, Springfield, Ill.

2nd prize. J. M. Ward Yost, Penn Traffic Co., Johnstown, Pa.

CLASS 8—For best window display of Shoes:

1st prize, M. J. B. Tennent, Meier & Frank Co., Portland, Ore.

2nd prize. W. A. Fread, A. Herz, Terre Haute, Ind.

CLASS 9—For best window display of Notions:

1st prize, J. E. Hancock, Schwabe & May, Charleston, W. Va.

2nd prize. No prize awarded.

CLASS 10—For best window display of Hardware:

1st prize. J. M. Ward Yost, Penn Traffic Co., Johnstown, Pa.

2nd prize. Same as 1st prize.

CLASS 11—For best window display of Drugs:

1st prize. Henry C. Whitnack, H. B. Sykes Co., Elkhart, Ind.

2nd prize. W. A. Fread, A. Herz, Terre Haute, Ind.

CLASS 12—For best window display of Furniture, Rugs and Draperies:

1st prize. M. J. B. Tennent, Meier & Frank Co., Portland, Ore.

2nd prize. Same as 1st prize winner.

CLASS 13—For best window display of any line not mentioned here:

1st prize. Edward H. Holzer, F. A. Plummer Co., Ltd., Oshkosh, Wis.

2nd prize. A. Luborsky, Mandel Asher & Sons, Chicago Heights, Ill.

CLASS 14—For best and handsomest effect with artificial flowers used in a window display:

1st prize. W. A. Fread, A. Herz, Terre Haute, Ind.

2nd prize. W. M. Sheppard, Pelletier's, Sioux City Ia.

CLASS 15—For best counter, table or ledge display:

1st prize. S. G. Schultz, Downing Locke Co., Jackson, Miss.

2nd prize. M. J. B. Tennent, Meier & Frank Co., Portland, Ore.



WINNERS OF FIRST AND SECOND PRIZES.

CLASS 16—For best drape used in a window or interior display:

1st prize. S. G. Schultz, Downing Locke Co., Jackson, Miss.
2nd prize. M. J. B. Tennent, Meier & Frank Co., Portland, Ore.

CLASS 17—For best interior or exterior decoration, including store, hall, home, church or garden:

1st prize. Leo Van Coutren, Halli-Curton D. G. Co., Brookfield, Mo.
2nd prize. Henry C. Whitnack, H. B. Sykes Co., Elkhart, Ind.

CLASS 18—For best float:

1st prize. M. J. B. Tennent, Meier & Frank Co., Portland, Ore.
2nd prize. Same as 1st prize winner.

CLASS 19—For best and most effective background. Either photo or drawing may be submitted:

1st prize. T. G. Duey, Macpherson & Edwards, Springfield, Ill.

2nd prize. O. K. Payne, Sanger Bros., Waco, Texas.

CLASS 20—For best drawing or water color suggestion for a window trim:

1st prize. A. J. Edgell, Donovan's, Lancaster, Pa.
2nd prize. Same as 1st prize winner.

CLASS 21—For best ten show cards, any size, color, shape, style of lettering or decoration. Variety, color, effect, style and execution to be considered:

1st prize. Geo. Scott, Heyman Co., Grand Rapids, Mich.
2nd prize. Fred Vander Vries, Houseman & Jones, Grand Rapids, Mich.

CLASS 22—For best ten ten lettered cards—five to be quarter sheet and five to be half sheet size, any color. Any style pen may be used, borders or decorations if used must be done by pen. Style and execution only to be considered:

1st prize. C. F. Meiers, Plymouth Clo. Co., St. Joseph, Mo.

2nd prize. Dick Blick, O. T. Johnson Co., Galesburg, Ill.

CLASS 23—For best ten brush lettered cards. Five to be quarter sheet and five half sheet size. Any color or style of lettering may be used; all designs, decorations and lettering to be done by air-brush. Style, execution and color combination to be considered.

1st prize. Raymond Whitnah, Canton, Ill.
2nd prize. C. F. Meiers, Plymouth Clo. Co., St. Joseph, Mo.

CLASS 24—For best ten black and white cards, none larger than half sheet size, to be done with brush or pen, no color or fancy decoration to be used. Plain border may be used. Style and execution to be considered

1st prize. Raymond Whitnah, Canton, Ill.
2nd prize. Edward H. Holzer, F. A. Plummer Co., Ltd., Oshkosh, Wis.

CLASS 25—For best collection of ten air-brush designs. Any size, shape or color. Execution, color combination and harmony, and design to be considered. Cards may be lettered, but lettering will not be considered:

1st prize. O. R. Jepson, W. G. Donelan & Co., Ottumwa, Ia.

2nd prize. James A. Robinson, D. Lewis & Co., Elyria, Ohio.

CLASS 26—For best collection of ten window displays:

1st prize. T. G. Duey, Macpherson & Edwards, Springfield, Ill.

2nd prize. O. F. Ballou, C. H. Almond D. G. Co., Lynchburg, Va.



MORE PRIZE WINNERS.

CLASS 27—GRAND PRIZE—A handsome Loving Cup valued at \$50 to be awarded to the contestant winning the greatest number of points in the above classes:

M. J. B. Tennent, Meier & Frank Co., Portland, Ore., received 60 points and was awarded the Grand Prize.

T. G. Duey, Macpherson & Edwards, Springfield, Ill., was awarded second prize with 40 points.

SPECIAL PRIZES

The Koester School of Window Dressing offered a \$50.00 Post Graduate Course to the Koester graduate winning the greatest number of prizes in the contests held during the convention.

Won by T. G. Duey, Macpherson & Edwards, Springfield, Ill.

Interchangeable Fixtures Co. offered special prize in Class 6, of Ornamental Silver Plateau and Neckwear Set of twelve stands.

Won by Lawrence Hood, Dukes Clo. Co., Ft. Wayne, Ind.

The Schack Artificial Flower Co. offered \$100.000 in prizes as follows: One silver loving cup valued at \$50.00 for the best decorated automobile trimmed with flowers and decorative sheeting. One silver loving cup valued at \$50.00 for the best decorated float trimmed with flowers and decorative sheeting.

Float Prize won by E. M. Bahr, E. & W. Clo. House, Rockford, Ill.

Auto prize won by Seward Long, John Barsch Co., Burlington, Ia.

O. C. Wold offered a prize of an air brush, Model A-1, to the winner of the first prize in Class 25, for the best air-brush work.

Won by O. R. Jepsen, W. G. Donelan & Co., Ottumwa, Ia.

The Botanical Decorating Co. offered \$25.00 in gold



M. J. B. TENNANT OF PORTLAND, ORE., WHO WON EIGHT MEDALS AND THE SILVER CUP.



HERE ARE THE PRIZE WINNERS IN A BUNCH.

as follows: \$15.00 to the winner of first prize in Class 14; \$10.00 to the winner of Second Prize in the same class.

1st prize. W. A. Fread, A. Herz, Terre Haute, Ind.

2nd prize. W. M. Sheppard, Pelletier's, Sioux City, Ia.

The Economist Training School offered an \$80.00 Combination Advertising and Salesmanship course to the competitor showing the best display from a merchandising and selling point of view.

Won by T. G. Duey, Springfield, Ill.

Interchangeable Fixtures Co. offered special prize in Class 16 of One Draping Form with extra full Wax Bust and Arms, and with stand for mounting the bust that is not in use.

Won by S. G. Schultz, Downing Locke Co., Jackson, Miss

REPORT OF AUDITING COMMITTEE

The Auditing Committee then made the following report:

To the officers and members of the International Association of Window Trimmers:

We, the Auditing Committee are pleased to report that we have audited the books and reports of the Secretary and Treasurer and find them to be absolutely correct.

Respectfully submitted.

Harry W. Hoile, Chairman.

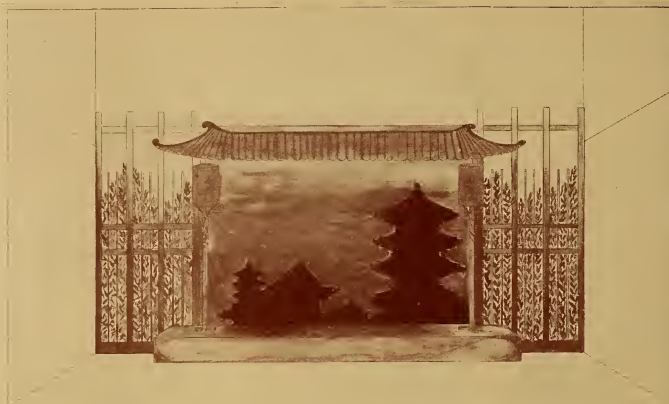
Harry S. Boyd,

B. J. Millward.

President Hoffstadt appointed the following to serve as a Membership Committee: J. E. Hancock, Charleston, W. Va.; H. J. Lamothe, Holyoke, Mass.; M. J. B. Tennent, Portland, Ore.; J. Robert Reed, Greensburg, Ind.



FIRST PRIZE, CLASS 4, WON BY M. J. B. TENNANT OF PORTLAND, ORE.



FIRST PRIZE, CLASS 20, WON BY A. J. EDGELL, LANCASTER, PA.

ELECTION OF OFFICERS

Then was taken up nomination and election of officers. The President appointed as tellers, H. J. Lamothe, Holyoke, Mass., and L. P. Brichetto of Knoxville, Tenn. A motion was made and carried that nominating speeches be limited to three minutes. C. J. Potter was then placed in nomination by Mr. Pierce of Rochester, N. Y., and Arthur W. Lindblom was nominated by B. J. Millward, of St. Paul, Minn. A motion was made and seconded that nominations be closed. The Convention then proceeded to ballot for President with the result that Mr. C. J. Potter of Lancaster, Pa., was elected. Upon the announcement being made, Arthur W. Lindblom moved that the choice for President be made unanimous, which was carried with much applause. Mr. Potter was then called upon for a speech to which he responded briefly and concluded by proposing for First Vice-President, the name of Arthur W. Lindblom. A motion was made and carried that Arthur W. Lindblom be the unanimous choice of the Convention for First Vice-President. This motion was carried amid applause. Mr. Lindblom was called upon for a speech. Both of the newly elected officers addressed the meeting with a few well chosen remarks that were received with applause.

For Second Vice-President, E. J. Berg of Milwaukee, and E. G. Redmond of Elkhart, Ind., were placed in nomination. The ballot was then prepared, the result being that E. G. Redmond received the majority of the

votes cast. Motion was made that the choice be made unanimous, which was carried.

For Third Vice-President, John Grannel, of Evansville, Ind. and T. W. Wanamaker, of Galesburg, Ill., were placed in nomination. Mr. Grannel declined the nomination and Mr. Wanamaker was unanimously elected Third Vice-President.

The Secretary, P. W. Hunsicker, Grand Rapids, was unanimously re-elected Secretary.

For Treasurer, G. W. Hubbard and John Grannel were placed in nomination. Mr. Grannel receiving the majority of votes cast, a motion was made and carried that the choice be made unanimous.

The following were then placed in nomination for directors:

E. D. Pierce, Rochester, N. Y., G. W. Hubbard, Elgin, Ill., E. J. Berg, Milwaukee, Wis., Carl F. Meiers, St. Joseph, Mo., B. J. Millward, St. Paul, Minn., M. J. B. Tennent, Portland, Ore., R. L. Paxton, Ft. Worth, Texas. The nomination was then closed and the convention proceeded to elect with the following result:

Chairman, E. D. Pierce of Rochester, N. Y.
2nd Member, G. W. Hubbard, Elgin, Ill.
3rd Member, E. J. Berg, of Milwaukee, Wis.

The selection of the Official Organ was then taken up. A motion was made and seconded that the Merchants Record and Show Window be our Official Organ for the ensuing year, as it has always been in the past. The motion was unanimously carried.



FIRST PRIZE, CLASS 23, WON BY C. F. MEIERS, ST. JOSEPH, MO.

Motion was made and seconded that the following magazines be elected as special representatives for the ensuing year in the different territories and lines which they represent:

Dry Goods Economist, New York, Dry Goods Reporter, Chicago, Drygoodsman, St. Louis, Dry Goods Review, Toronto, Clothier and Furnisher, New York, The Haberdasher, New York, Men's Wear and Apparel Gazette, New York and Chicago, The American Hatter, New York, Boot & Shoe Recorder, Boston, Signs of the Times, Cincinnati, National 5 & 10c Magazine, Cincinnati.

Motion was made and seconded that the President and Secretary be furnished with all the above magazines for the ensuing year.

AIR-BRUSH DEMONSTRATION

L. O. Butcher of Chicago gave an exceptionally interesting demonstration and lecture on the use and care of the air-brush. This is a subject that has not received as much attention as it deserves. Mr. Butcher is a master of the air-brush and he demonstrated several makes before the convention. While showing the workings of the various brushes he explained them in detail and also gave some excellent advice to users of the air brush. The address in full will appear in an early issue.

At the close of Mr. Butcher's address the meeting adjourned to allow the hall to be cleared for the luncheon and evening entertainment. They reassembled at 7.30 and sat down to a buffet luncheon which had been provided by the entertainment committee. The luncheon was quite a success and was followed by an al fresco musical and vaudeville entertainment in which a number of the members of the convention distinguished themselves as vaudeville stars. This completed the evening's program.

THURSDAY MORNING

The meeting was called to order at 9.30 a. m. by the President. The subject of salaries for officers was then taken up and discussed. A motion was made, seconded and carried that the Secretary be paid \$50.00 per month for the ensuing year.

A motion was made, seconded and carried that the salary of the Treasurer be \$25.00 per year.

A motion was made and seconded that the Association provide the Secretary with a typewriter. The motion was carried.

Motion was made by John Grannel that we elect our out-going President each year as a delegate to the National Association of Advertisers. The motion was carried.

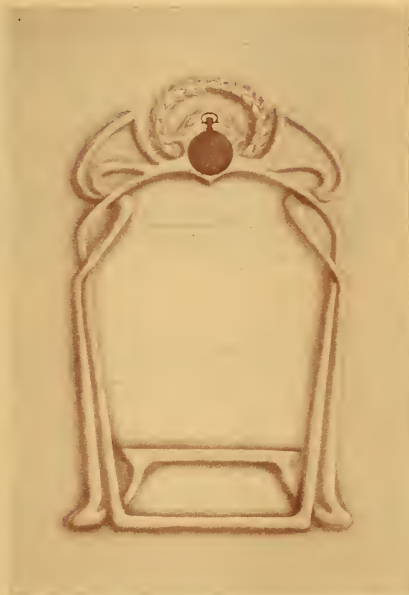
White Buck

Oxfords

Rubber soled
Blind eyelets
Real \$5. value
On sale to-day

\$3.90

FIRST PRIZE, CLASS 22, WON BY C. F. MEIERS.
ST. JOSEPH, MO.



FIRST PRIZE, CLASS 25, WON BY O. R. JEPSON,
OTTUMWA, IA.

REPORT ON MEMBERSHIP

August 5, 1913.

The report of the membership committee of the National Association of Window Trimmers of America for the year July 31, 1912, to July 31, 1913:

Total number of applications received during last convention	87
Received since last convention	49

Total for year..... 136

Committee on Membership.
T. W. Wanamaker,
C. F. Meiers.

REPORT OF ENTERTAINMENT COMMITTEE

Cash on hand from 1912 fund	\$ 6.40
Received from exhibitors	748.50

Total receipts

DISBURSEMENTS.

Boat trip, including music	\$126.75
Night watchman	20.00
Bills for labor, etc., acct. exhibition halls ..	68.50
Buffet luncheon, including entertainers	393.30
Ladies' entertainment	47.75
Printing and postage	18.75
Miscellaneous	57.00

Total disbursements

Balance on hand

The matter of publicity was taken up and discussed. A motion was made and carried that the President appoint a Publicity Committee of six members from different parts of the country to boost and advertise window trimming in general and the International Association of Window Trimmers in particular. It is thought that by this means the interests of the Association will be materially advanced.

INTERCHANGEABLE BACKGROUNDS

After some routine business had been transacted, George J. Cowan, of the Koester School of Window Dressing, demonstrated an original and very ingenious way of handling backgrounds.



AN INTERCHANGEABLE BACKGROUND, DEMONSTRATED BY GEO. J. COWAN.

Mr. Cowan, by means of twenty separate decorative pieces, showed to the convention how it was possible to build up a great variety of entirely different backgrounds. In experimenting with this set, which was originated by Mr. Will Bates, they have found it possible to make over eighty separate background decorations out of this one set.

We show, in our illustration No. 1, the set of twenty pieces used for this work. We show, in our Figure 2, one of the ten backgrounds demonstrated before the convention. It will be noticed that this background makes use of the pieces marked 2 and 8, 3 and 7, 1 and 9, while No. 5 is placed as a platform, No. 4 placed across the top, finished off in the center with No. 15. The center pedestal is made up of two pieces just introduced in the set, but not shown in our Figure 1.

This background was further used to demonstrate how a stencil design can be used for decorating flat surfaces of this nature while artificial flowers were introduced in the lattice which is marked No. 11 in the set Figure 1.

The great advantage of a set of decorative units of this kind is found in the fact that by their use a trimmer can save all the time usually needed in building new decorations and they are so constructed that he will save time in taking out the decorations and in putting in the new ones. This element of time that will be saved in the decorating department is possibly more important than the average trimmer realizes, but you can feel certain that you can save at least a day's time each week and the saving of 52 days each year will mean a wonderful increase in the results obtained from the window trimming department.

Mr. Polay was called on for another demonstration on men's wear displays, after which the convention adjourned for dinner.

THURSDAY AFTERNOON

The meeting was called to order by the President, Morten Hoffstadt, after which he called upon Mr. D. B. Bugg, of New York, to act as Installing Officer. The newly elected officers were then all called and installed. Immediately after the installation of officers, Mr. Bugg, on behalf of the Dry Goods Economist of New York, presented the newly elected President with a gavel tied with a red and green ribbon, the colors of the Association, to be used as our official gavel during the sessions of the convention. The President made a very appropriate address, which was very enthusiastically received.

Next in the order of business was the selection of the convention city for 1914. A great amount of interest was centered in this event as it was generally known that several cities were planning to use every effort to secure the meeting. The President appointed as tellers for the election, the following: Austin Hills, Springfield, Ohio; I. R. Branner, St. Louis, Mo.; J. Leon Lorig, Chicago. Urgent invitations were then read from the following cities:

Minneapolis, Minn.; Kansas City, Kans.; Fargo, N. D.; Portland, Ore.; Atlanta, Ga.; Nashville, Tenn.; St. Louis, Mo.; Denver, Colo.; Cincinnati, Ohio; Buffalo, N. Y., and several other cities.

Mr. M. J. Wright, a member of the convention, on behalf of the Niagara Falls Chamber of Commerce, extended a cordial inducement to visit that city next year.

Mr. M. J. Lawrence made an alluring appeal for Grand Rapids, Mich., and promised, on behalf of the Governor of Michigan, Mayor of Grand Rapids, and the Grand Rapids Chamber of Commerce, that the delegates would be well taken care of in that city. Mr. Lawrence's talk was greeted with uproarious applause. Mr. S. J. Fisher also spoke for Grand Rapids.



ONE OF THE SKETCHES THAT WON FIRST PRIZE IN CLASS 19, BY T. G. DUEY, SPRINGFIELD, ILL.

The most urgent invitation, however, came from New York, where the most thorough and businesslike preparations had been made for securing the convention. Telegrams were received from all of the leading window dressers of New York. The leading merchants also urged, in a telegram, that New York be chosen for the next meeting place. Mr. John H. True, representing the Store Equipment and Store Manufacturers' Association of New York, made a remarkably strong appeal for New York. He spoke eloquently for the eastern city and set forth many strong arguments with facts and figures to back up his claims. It was evident that Mr. True's address made a profound impression upon the meeting. He was followed by Mr. J. R. Young, who spoke for the Merchants' Association of New York. Mr. Young also pressed his claims with great earnestness and received generous applause.

Mr. Orval A. Simpson spoke first for Chicago and urged the success of past conventions held in that city. He also stated many excellent reasons for returning next year. Mr. Simpson was followed by Mr. C. W. Spofford, who made a sensible talk for Chicago.

The next speaker was Mr. Albert C. Ferguson, representing the Chicago Association of Commerce, who spoke at considerable length. The speech-making was closed by Mr. George M. Spangler, Jr., also representing the Chicago Association of Commerce. Mr. Spangler's address was brief and to the point.

The various cities having been placed in nomination, the ballots were cast. When the count had been completed it was found that Chicago had received the majority of votes cast. Motion was made, seconded and carried that Chicago be the unanimous choice for the next convention to convene August 3, 4, 5 and 6, 1914.

It was moved and seconded that a vote of thanks be extended to all of the cities for their kind invitations.

This was carried and regrets were expressed that we could not accept the invitations this time.

The following Program Committee was appointed:

Geo. H. Lamberton, Chicago.

Geo. J. Cowan, Chicago.

Orval Simpson, Chicago.

Nat Drey, Chicago.

A. E. Hurst, New York.

The president then appointed the following Educational Committee:

A. E. Hurst, of the Economist Training School, New York.

Geo. J. Cowan, of the Dry Goods Reporter, Chicago.

Thos. A. Bird, Merchants Record and Show Window, Chicago.

A. J. Edgell, Lancaster, Pa.

E. D. Pierce, Rochester, N. Y.

The Publicity Committee was appointed as follows:

D. B. Bugg, of the Dry Goods Economist, New York.

Thos. A. Bird, Merchants Record & Show Window, Chicago.

H. K. Burnam, Clothier & Furnisher, New York.

H. C. Menefee, Signs of the Times, Cincinnati.

E. J. Burd, Dry Goods Reporter, Chicago.

Edw. N. Goldsman, Selfridge & Co., London, Eng.

Ladies' Reception Committee consisted of the following:

Mesdames:

G. W. Hubbard, Elgin, Ill.

G. Wallace Hess, Chicago, Ill.

E. G. Redmond, Elkhart, Ind.

A motion was made that Mr. G. W. Hubbard extend a vote of thanks to our entertainment and Convention Committee for the splendid entertainment and hospitality extended to us during the Convention. This was done and a vote of thanks was also extended to the judges on awards. The Convention then adjourned to meet in Chicago next August 3, 4, 5 and 6.

THE WINDOW DISPLAY EXPOSITION

THE EXPOSITION by manufacturers and dealers of window dressers' and card writers' supplies and store equipment held in connection with the big Chicago convention proved to be a success beyond the anticipation of the most optimistic. The number of exhibitors was greatly in advance of last year. There were so many in fact, that it was necessary for many of them to "double up" and in some instances there were three or four exhibitors in one booth. The booths were also a great improvement upon last year, many of the exhibitors going to considerable expense to make their sections

attractive and they succeeded admirably. A number of the booths were works of art which will serve as inspiration for window designs that will later be made by those who visited the convention. A number of the exhibitors report large sales made directly at the meeting and all of them are enthusiastic as to the advertising value of the show. Next year the entire convention hall will be devoted to this exposition and the sessions of the convention will be held in an adjoining hall in the Fine Arts Building.

The first Exposition, held last year, was some-



H. W. Johns-Manville Co.
Kawneer Mfg. Co.



Great Western Fixture Works.
The Upson Co.



Wallbrunn-Kling & Co.
Chicago Display Fixture Co.



Bert L. Daily.
"Perfect Stroke Brushes."



Crystal Fixture Co.
Wil-Kirk Products Co.



Carter's Ink Co.
"Vel-Vet" Inks.

thing of an experiment but it proved such a success that the available space was all sold for the last convention. Next year's Exposition will be an even greater success. The advantage of coming in direct contact with hundreds of representative decorators is self evident. On the following pages are shown all of the booths that could be photographed. A brief description of each is also given.

CRYSTAL FIXTURE CO.

The Crystal Fixture Co., of Chicago, had a cleverly arranged display of glass fixtures covering a large and

CARTER'S INK CO.

Carter's Ink Co., of Boston, had a catchy and artistic booth that was made bright by the gay colors of their various products. This concern manufactures a remarkably complete line of colors for pen, brush and air-brush. They are all included in the "Vel-Vet" line which has become very popular with show card writers on account of their brilliancy and easy working qualities. The little picture of the Carter's Ink Booth will give some idea as to its attractiveness which was much appreciated by every window dresser who saw it on account of the cleverness with which the goods were shown. Numerous show cards added to the effect.



The Model Form Co.
Polay Fixture Service.



The Model Form Co.
Polay Fixture Service.

varied line of practical display devices for all sorts of merchandise. This display attracted a good deal of attention from window dressers in good stores that are contemplating putting in glass fixtures. The illustration gives a good idea of this display.

MODEL FORM CO.

The Model Form Co., of Chicago, had a handsome booth in which was shown a splendid line of draping forms. Their line comprises a variety of carefully designed display forms that meet every requirement of the most critical window dresser. One seated form attracted much attention from hundreds of practical trimmers. This booth had a crowd in front of it at all times.

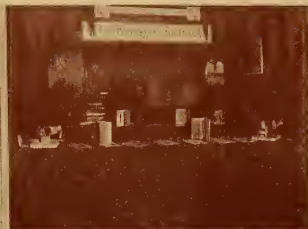
ECONOMIST TRAINING SCHOOL

The Economist Training School of New York had a booth that attracted widespread attention because of its artistic and unusual appearance. The booth was designed by G. A. Smith, who is connected with the school, in the post impressionist style of art and all of the details were admirably conceived and executed. One of the most interesting exhibits shown in this booth was a large collection of drawings of background designs also done by Mr. Smith. Interesting literature issued by the Economist School was distributed from this booth.

The Dry Goods Economist of New York displayed its various publications in the same booth.



Bodine & Black.
Merchants Record Co.



The Koester School.
"Dry Goods Reporter."



Zouri Drawn Metals Co.
D. J. Heagany Mfg. Co.
Pittsburgh Reflector & Illum. Co.

Koester School Men Win



Roll of Honor

List of Koester Students that won Prizes at Window Trimmers' Convention 1914:—

- 1st prize for best Opening Window . . . Chas. E. Green, San Francisco
1st prize for best Men's Hat Window . . . C. T. Miers, St. Joe, Mo.
1st prize for best Furnishings Window . Lawrence Hood, Ft. Wayne, Ind.
2nd prize for best Furnishings Window . . . E. A. McClung, Salina, Kas.
1st prize for best Underwear Window . . . T. G. Duey, Springfield, Ill.
2nd prize for best Underwear Window . . . J. M. W. Yost, Johnstown, Pa.
1st prize for best Hardware Window . . . J. M. W. Yost, Johnstown, Pa.
2nd prize for best Hardware Window . . . J. M. W. Yost, Johnstown, Pa.
1st prize for best Drug Window . . . Henry C. Whitnack, Elkhart, Ind.
1st prize for best General Window . . . E. A. Holyer
2nd prize for best General Window . . . A. Lubarsky, Chicago
1st prize for best Ledge Window . . . S. G. Schultz, Jackson, Miss.
1st prize for best Interior Window . . . Henry C. Whitnack, Elkhart, Ind.
2nd prize for best Interior Window . . . Leo. Van Cautren, Brookfield, Mo.
2nd prize for best Women's Wear Window . . . Walter K. Best, Marietta, Ohio
2nd prize for best Men's Wear Window . . . J. M. W. Yost, Johnstown, Pa.
2nd prize for best Artificial Flower Decoration . . . Wm. M. Sheppard, Sioux City, Iowa
1st prize for best Background Decoration . . F. G. Duey, Springfield, Ill.
1st prize for best Pen Lettered Cards . . . C. T. Miers, St. Joe, Mo.
2nd prize for best Pen Lettered Cards . . . Dick Blick, Galesburg, Ill.
1st prize for best Brush Lettered Cards . . . Raymond Whitnack, Canton, Ill.
2nd prize for best Brush Lettered Cards . . . C. T. Miers, St. Joe, Mo.
1st prize for best Black and White Cards . . . Raymond Whitnack, Canton, Ill.
2nd prize for best Black and White Cards . . . Edward H. Holyer
1st prize for best 10 Displays . . . T. G. Duey, Springfield, Ill.
2nd prize for best 10 Displays . . . O. P. Ballou, Lynchburg, Va.
Koester School Prize . . . T. G. Duey, Springfield, Ill.
Economist School Prize . . . T. G. Duey, Springfield, Ill.
Interchangeable Fixture Co., Prize 1 . . . L. G. Schultze, Jackson, Miss.
Interchangeable Fixture Co., Prize 2 . . . Lawrence Hood, Ft. Wayne, Ind.
Peacock and other drapes, by Will. H. Bates
How to Draw Your Background Designs, by E. O. Burg
Original Idea for Interchangeable Backgrounds, by Geo. J. Cowan

Shaack Artificial Flower Co. Prize . . .

Botanical Decorating Co. Prize . . .

Wm. M. Sheppard, Sioux City, Ia.

Koester Students Won 32 Prizes

Koester men invariably win the greatest share of all Window Trimming Prizes offered at every Convention and other Window Trimming Contests of a National Character.

This means that the Koester System of teaching is the most perfect of any yet devised. It also means that no trimmer can afford to be without the backing of Koester Instruction.

nearly every Prize at 1914 Con- vention

Also all of the Special Prizes including:

Economist Training School Prize
Interchangeable Fixture 2 Prizes

Koester School Prize

Shaack Artificial Flower Co. 1 Prize

Botanical Decorating Co. 1 Prize

The Koester School

also has the honor of having one of its graduates

C. J. Potter

Elected as President of the Window Trimmers' Association.

The Koester School

also demonstrated the only new things before the convention as follows:

Peacock and other drapes, by Will. H. Bates

How to Draw Your Background Designs, by E. O. Burg

Original Idea for Interchangeable Backgrounds, by Geo. J. Cowan

Join the Ranks of Koester Men- The Koester School, We will show you how if you write to 304-6-8 Jackson Boulevard, Chicago



L. Baumann & Co.

Chicago Metal Sign Co.
Superior Brass & Fixture Co.

Interchangeable Fixtures Co.

WALLBRUNN, KLING & CO.

Wallbrunn, Kling & Co., of Chicago, had an excellent showing of window trimmers' and show writers' supplies. They had a handsomely decorated booth and a big line of brushes, inks, paints, etc. The many catchy show cards lettered with the products of this concern served as a convincing testimonial as to their worth.

The Chicago Display Fixture Co. had a booth with Wallbrunn, Kling & Co. This concern showed a large line of V-Near-Wood fixtures for all purposes. This booth was especially attractive on account of the handsome fall decorations.

H. W. JOHNS-MANVILLE CO.

The H. W. Johns-Manville Co. had an interesting display to show their various lighting systems for windows and show cases. A window was built to show the lights in practically the same surroundings and under the same conditions as they would be used in actual use in a store. The window was trimmed with merchandise of various kinds to show the quality and intensity of illumination as effecting different colors, etc. A show case brilliantly illuminated in the same way was also used in this exhibit. It was carefully trimmed with fine merchandise and showed the efficiency of the lighting system.

The Kawneer Manufacturing Co., of Niles, Mich., had a booth in connection with the H. W. Johns-Manville Co. to illustrate their method of window construction. The window was built from the regular materials just as they would be used in a store front. All of the details of this system were brought out clearly. The upper part of the display showed the regulation prism.

The Wilkirk Products Co., of Nashville, Tenn., had their display built in the form of a window background. The ends and back were in a simple design finished in light colored veneer with an inlaid effect in a different color.

NATIONAL TIME SWITCH CO.

The National Time Switch Co., of South Bend, Ind., had an interesting exhibit of their product. Unfortunately it was impossible to get a good picture of it. They showed the National Time Switch and the simple mechanism by which it is operated. This device is a great convenience and will pay for itself in a short time through the saving it effects in the electric light bills.

REFLECTOR & HDW. SPECIALTY MFG. CO.

The Reflector and Hardware Specialty Manufacturing Co., of Chicago, had a specially attractive booth. It was arranged to show to good advantage the large and varied line of display fixtures that are made by this firm. Included in this exhibit were a number of new and useful devices that were shown for the first time.

The Federal Sign System of Chicago, had an exhibit in connection with the Reflector & Hardware Specialty Mfg. Co., and displayed alphabet illuminated signs with changeable letters.

CHICAGO METAL SIGN CO.

The Chicago Metal Sign Co., Chicago, had a splendid display of bronze signs of every kind and size suitable for all purposes. The booth was not ornately decorated but it received a great deal of attention on account of the attractiveness of the signs themselves.

HUGH LYONS & CO.

Hugh Lyons & Co., of Grand Rapids, Mich., showed in their booth various samples from their extensive line of fixtures of all kinds. The most notable part of their display, however, was an exceptionally complete line of papier mache draping forms. These were shown in such variety it would be hard to conceive of a decorator who would not be able to find a form to suit him. Among the novelty draping form was the "bird" which was used by Mr. Bates in his demonstration. There was also a "cubist" form that received a good deal of notice.

James H. Matthews & Co., of Pittsburgh, Pa., had a handsome booth. The chief decorations were scenic paintings of J. C. Bodine. This company showed their line of bronze signs.

G. WALLACE HESS

G. Wallace Hess, of Chicago, had one of the most popular booths at the convention. Mr. Hess is an authority on show card work and is well known, by name at least, to every card writer in America. He had a complete line of brushes, pens, card ornaments and other card writers' materials of all descriptions. It was impossible to get a satisfactory picture of this booth.

SUPERIOR BRASS & FIXTURE CO.

The Superior Brass and Fixture Co. occupied the booth with the Chicago Metal Sign Co., and displayed forms of several kinds and a line of wood and metal display fixtures.

Reflector & Hdw. Specialty Mfg. Co.
Federal Sign System.J. G. Bissell & Co.
Favor, Ruhl & Co.

Hugh Lyons & Co.

Nearly all the Prize Winners at the Chicago Convention Used Schack Flowers



HERE

is a picture that shows one of the many attractive spots in our new display room.

The floor of this display was covered with "Integral Flooring," our latest product. Send for a free sample.

This room is the largest and finest of its kind in the world. It contains hundreds of splendid new ideas that you can use in your fall displays.

Write now for Schack's Fall Flower Book. It will help you to make better displays for less money.

Nearly 600 visitors to the Chicago Convention came in a body to see our new display room—They pronounced it the finest exhibit of the kind they had ever seen.

The visitors were delighted not only by our magnificent line of flowers and other decorative goods, but also at the splendid way in which they are shown. We show our goods just as they would appear in your windows—that is a Schack idea.



Send for a free sample of Schack's Integral Flooring, the most artistic window floor that has ever been offered.

A perfect imitation of fine marble, costs little and lasts long.



Won by E. M. Bahr, E. & W. Clothing House, Rockford, Ill.
This cup was awarded by the Schack Artificial Flower Co. for the best decorated float in which artificial flowers and decorative sheeting were used.

Won by Seward Long, John Boesch Co., Burlington, Ia.
This cup was awarded by the Schack Artificial Flower Co. for the best decorated automobile in which artificial flowers and decorative sheeting were used.

Send for Schack's Fall Flower Book—It contains Hundreds of Fine New Ideas
The Schack Artificial Flower Co., 1739-41 Milwaukee Ave., Chicago



Curtis Leger Fixture Co.
National X-Ray Reflector Co.



Paasche Air Brush Co.



Botanical Decorating Co.

CURTIS LEGER FIXTURE CO.

The Curtis Leger Fixture Co., of Chicago, had a display that made every passer by stop and look. There was no attempt made to show their complete line of fixtures but every piece that was shown was shown right. A striking feature of this display was a very handsome wax figure fully draped and standing on a revolving platform. The National X-Ray Reflector Co. demonstrated their lighting system in the illumination of the Curtis-Leger Fixture Co. booth. The smooth, even distribution of light may be seen in the picture of this booth. Altogether this was an impressive show.

PAASCHE AIR BRUSH CO.

The Paasche Air Brush Co., of Chicago, had a booth that was decorated entirely with the Paasche brush. The decorations consisted of a variety of designs cleverly drawn and beautifully shaded. These showed the remarkable range of this useful instrument and how well it is adapted to the finest or the coarsest work. Mr. Paasche, the inventor of this air brush, demonstrated to hundreds of interested visitors how easy it is to turn out air brush work.

BOTANICAL DECORATING CO.

The Botanical Decorating Co., of Chicago, had one of the handsomest booths in convention hall. They had a double section which was decorated after the manner of a window setting. The sides and back were handsome scenic paintings with lattice boxes filled with remarkably fine fall flowers and foliage. At each corner was a handsomely decorated column. A notable feature of this display was a large papier mache vase filled with magnificent chrysanthemums. Other vases contained fine imported flowers and foliages, both natural preserved and artificial. Unfortunately the picture gives but a faint idea of the beauty of this booth.

D. J. HEAGANY MFG. CO.

The display of the D. J. Heagany Manufacturing Co. was made in connection with the Zouri front and the Pittsburg reflector. Samples from the line of this company were shown in the two windows of the model store. The Heagany display was a surprise to many as this firm has long been celebrated for the excellence of its card holders but there are some who did not realize what a complete line of useful display devices is turned out by this company. This firm has been adding largely to their line during the past two years and new fixtures are constantly being put out.

PITTSBURG REFLECTOR & ILLUMINATING CO.

The Pittsburg Reflector & Illuminating Co., of Pittsburgh, Pa., showed the efficiency of their reflectors in the same booth with the Zouri Drawn Metals Co. The small picture shows how perfectly these reflectors diffuse the light. It will be noted that while the windows are brilliantly illuminated, there is practically no light wasted on the sidewalk. That shown in front of the booth is reflected from the background and does not come directly from the lamps.

ART WINDOW SHADE CO.

The Art Window Shade Co., of Chicago, also showed samples of their extensive line in the model store front. Several different patterns were displayed being hung as they ordinarily would be in a store window. This gave the window dresser an opportunity to see the shades with the lights behind them and to get an accurate idea as to how they would look in his own windows.

L. BAUMANN & CO.

L. Baumann & Co., of Chicago, had a fine display of fall flowers that were much admired. The booth was a beautiful design in a combination of architectural and scenic effects. In front was a pedestal of artistic design of magnificent fall flowers and grapes. The beautiful selection of flowers shown in this booth won the admiration of all.

GREAT WESTERN FIXTURE CO.

The Great Western Fixture Works, of Chicago, had a handsome booth. It was made of composition board and finished in a simple design. In it were shown a splendid line of metal fixtures and display forms. All of the fixtures were handsomely finished.

The Upson Co., of Lockport, New York, shared the space of the Great Western Fixture Co., the booth being built from their product, Upson Board. The Reynolds Electric Flasher Mfg. Co. displayed one of their devices in this section.

THE KOESTER SCHOOL

The Koester School of Window Dressing of Chicago, had a simply decorated booth which was embellished principally by the school pennants that were used effectively. Large bunches of ferns gave color to the booth. The display consisted of the various books and other publications issued in connection with the school.

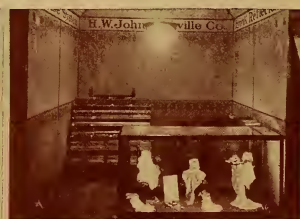
The Dry Goods Reporter, of Chicago, had a connecting booth that was treated similarly to that of the Koester School. The publications of this company were shown.



Economist Training School.
"Dry Goods Economist."



Jas. H. Matthews & Co.



H. W. Johns-Manville Co.

A Stamp Will Bring You Dollars

Our New Display Room will prove a source of inspiration to any window dresser. It is filled with beautiful new ideas for window and store decoration. We have real windows, dressed with the latest merchandise so you can see just how the decorations would look in your own windows. It will pay you to take a trip to Chicago to see this room.

The next best thing to visiting our Display Room is to send for our big new **Fall Flower Book**. It contains hundreds of splendid ideas that will help you with your fall displays and save your money.



The silver cup shown in the above window was given away at the 16th Annual Window Trimmer's Convention for the best decorated automobile, to Seward Long, trimmer for John Boesch Co., Burlington, Iowa.

Here is a Fall Window shown in our New Display Room. The background is constructed of Beaver Board, tinted in fall colors. In the center of the background is placed a fall scene; the arch frame-work around the scenery is also constructed of Beaver Board, finished with fall colors of Rock Crystal. For the flooring, Integral Tiling, imitation of marble, is used. The length of this window is 20 feet. The decorations used for this window were golden rod and maiden hair ferns, 1 gro. No. 4185 golden rod at \$8.00.....**\$8.00**
50 No. 2903 adiantums fall colors at \$6.75 per 100.....**3.38**
Stand and basket made in fall colors rock and crystal effect.....**3.75**
Total cost.....**\$15.13**

This shows the entrance to our Display Room, which was greatly admired by 600 window trimmers who attended the 16th Annual Convention. More knowledge can be gained by visiting our beautiful Display Room (covering a space of 5000 sq. ft.) than from windows on State Street.

The silver cup shown in this picture was given away at the Convention for the best decorated float using our goods, to E. M. Bahr, of Milwaukee, Wis.



Send NOW for our big **FALL FLOWER BOOK**. It contains more **BRAND NEW** ideas on window trimming than any other book that was ever printed. That is saying a good deal but when you see the book you will be convinced that we are telling the truth.

It will only cost you a stamp and will be worth many dollars in ideas and the saving you can effect. We have sent out good catalogues before, but this is the best we have ever issued. Don't wait—Write now.

The Schack Artificial Flower Co., 1739-41 Milwaukee Ave., Chicago



L. O. Butcher & Bro.
Thayer & Chandler.



"Signs of the Times."



Magnus System of Signs.

SCHACK ARTIFICIAL FLOWER CO.

The Schack Artificial Flower Co., of Chicago, had the largest display in the hall. This was made possible through taking booths with two other exhibitors and throwing them all into one large display. The Schack booth was made throughout of materials handled by this firm. The booth was constructed of Beaver Board and finished in rock crystal. Onyx Paper was also prominent in this setting. The flowers used for the decorations were all in fall tints and made a most impressive appearance. This booth was constructed at the Schack factory in sections and moved to the convention hall. All of the work was done by the regular designers of this firm.

The Beaver Companies of Buffalo, N. Y., were represented in the Schack booth with their composition board.

The American Lithographic Co., of New York, was also represented in this booth.

The Interchangeable Fixtures Co., of Grand Rapids, Mich., had a display that proved of great interest. They displayed a number of new and original display devices. Among these was a new form that received much favorable comment. They also introduced a series of new miniature forms that are the first of the sort that have been made in this country. They also had an extensive line of interchangeable wood fixtures.

NORWICH NICKEL & BRASS CO.

The display of the Norwich Nickel & Brass Co., of Norwich, Conn., was another one that it was impossible to secure a photograph of. However, this firm had a splendid display of the fixtures that they made. They had on exhibit a number of new devices of various kinds that were strongly approved of by the many practical decorators who examined them.

POLAY FIXTURE SERVICE

The display of the Polay Fixture Service of Chicago, was one that made a great impression upon everyone who saw it. This concern specializes in fixtures particularly for men's wear and the designs shown were adapted to the display of practically everything that is carried by the big metropolitan clothing stores. Mr. Polay demonstrated before the convention the many uses of his fixtures and his demonstration met with so much favor that he was later recalled to make another demonstration.

THAYER & CHANDLER

Thayer & Chandler, of Chicago, and L. O. Butcher & Bro. had one of the cleverest booths in the hall. It was done throughout in air brush effect and presented a highly pleasing appearance. Here were shown a great variety of supplies for the air brush artist as well as for the general show card writer.

SANDERS, REHDEES & CO., INC.

Sanders, Rehders & Co., of New York, had a booth in which they displayed and demonstrated their "Sarco" card embosser which attracted much notice from card writers and window dressers. This embosser enables the card writer to turn out a card that is entirely different in effect from those made by any other process. The work is purely mechanical.

ZOURI DRAWN METALS CO.

The Zouri Drawn Metals Co. had two booths that were built up to show a model store front. Everything was complete from the deadlights at the bottom to the prism lights at the top. The Zouri construction was used throughout. Among other things this booth admirably illustrated the burglar-proof features of the Zouri construction, there being no screws on the outside of the window.



Schack Artificial Flower Co.—Beaver Companies—American Lithographic Co.



1ST AND 2ND PRIZES for Air-Brush Show Card Work at the Great Window Trimmers' Convention in Chicago **WON** by **USERS** of Paasche's 3-in-1 Air-Brushes.

Mr. O. R. JEPSON, Ottumwa, Ia.

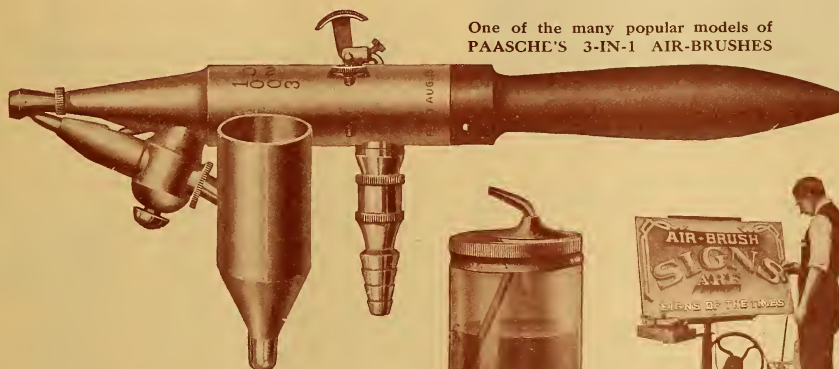
Winner of 1st Prize has used the Paasche Air-Brush over 3 years and is highly pleased with it.

Use the Paasche Air-Brush and do likewise

Mr. J. A. ROBINSON, Elyria, O.

Winner of 2nd Prize has used the Paasche Air-Brush 4 years with much pleasure and profit and without any outlay of money for repairs. A splendid record which is hard to beat.

One of the many popular models of **PAASCHE'S 3-IN-1 AIR-BRUSHES**



Quick Detachable
Color Cup



Quick Detachable
Color Bottle



Complete air brush outfit showing electric air compressor, new improved easel and drawing table and "3-in-1" Paasche Air Brush in operation.

Paasche 3-in-1 Air Brushes

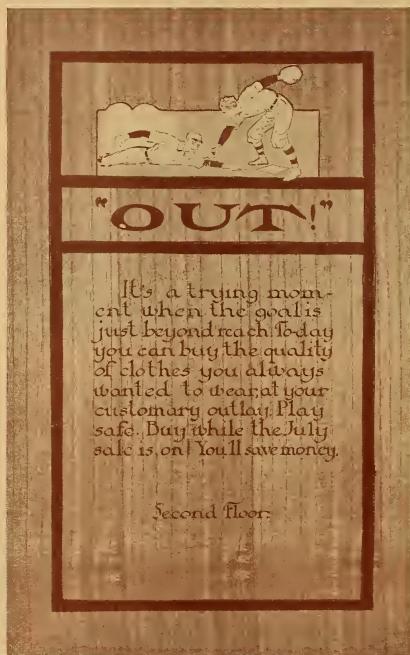
Are making a hit everywhere. Leading Merchants, Window Trimmers, Card Writers and Decorators use them with remarkable success. A Paasche Air-Brush outfit will pay for itself time and over again. It's a very profitable investment and **Guaranteed to Make Good.** Thousands already in use.

Our handsome catalog will interest you—write now.

Paasche Air Brush Co.

MANUFACTURERS
5 So. Clinton Street,
Corner Madison Street

**CHICAGO,
ILLINOIS**



SECOND PRIZE, CLASS 21, WON BY FRED VANDER VRIES,
GRAND RAPIDS, MICH.

BERT L. DAILY

Bert L. Daily, of Dayton, O., made an impressive showing of his "Perfect Stroke" brushes and other card writing and sign painting supplies. There were hundreds of practical card writers in attendance at the convention and all of them found much of interest in the Daily booth. A feature of the decoration of this booth was a collection of show cards and signs made with the materials displayed.

BODINE & BLACK

The booth of Bodine & Black was one of rare attractiveness. It was designed in the Japanese style and was carried out in perfect taste and harmony. This is an example of the work that this firm is doing for high-class stores all over the country. Practically all of the setting was made up of units and decorative pieces that are sold by Bodine & Black.

MERCHANTS RECORD & SHOW WINDOW

The Merchants Record & Show Window occupied the same booth with Bodine & Black. The display consisted of the several books and other publications that are issued by this journal. This booth was the place of registration for the convention.

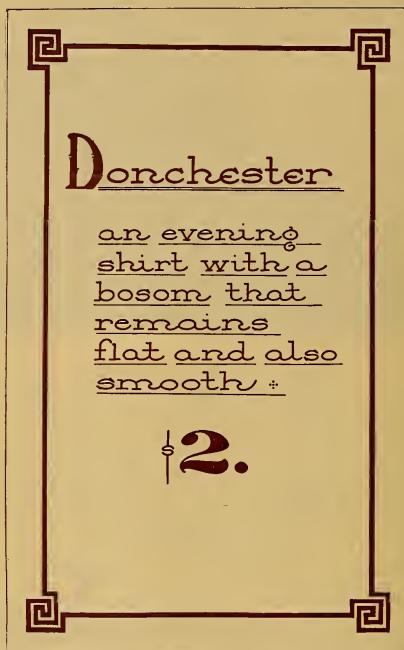
SIGNS OF THE TIMES

Signs of the Times had a booth in which there was a mechanical attraction that drew much notice. It was an advertising sign of an ingenious and artistic character calling attention to this publication.

The Magnus System of Signs occupied the same booth with Signs of the Times and showed a number of new ideas in illuminated signs. Several of these signs are shown in the small picture.

G. BROES VAN DORT CO.

G. Broes Van Dort Co. had a display that won the admiration of everyone who attended the convention. It consisted of a very complete collection of art books on de-



SECOND PRIZE, CLASS 22, WON BY DICK BLICK,
GALESBURG, ILL.

sign, decoration and ornamentation. Most of these books were imported and all of them were handsomely illustrated in line, wash and many of them in colors. These books contain a wealth of suggestions for the window dresser and should be in the library of every decorator.

J. G. BISSELL CO.

The J. G. Bissell Co., of New York, and Favor, Ruhl & Co., of Chicago, had a good looking booth in which were displayed card writers' supplies of many kinds.

In addition to those that had booths there were a number of exhibits that were made in various places wherever space would permit. Among these were the Alpha Sign Co., Chicago; S. Stroock & Co., Chicago, felts; F. A. Rauch & Co., Chicago, velours; A. H. Priest, Indianapolis, figure repairs.

Positions Wanted

POSITION WANTED—Experienced window trimmer and card writer open for position. Good reference. Moderate salary. Samples of work on request. Address Box 212, care Merchants Record and Show Window.

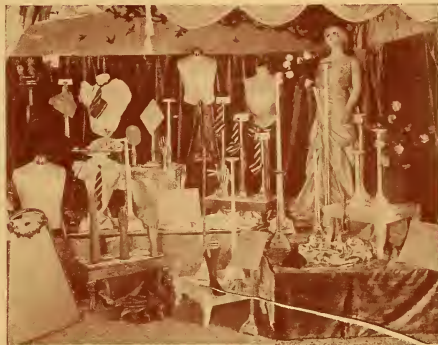
POSITION WANTED—By window trimmer and cardwriter. Would like to get in as assistant in some large store. Willing worker. Moderate salary. Sample cards on request. Address Box 211, care Merchants Record and Show Window.

POSITION WANTED—Men's wear trimmer desires a change. Seven years' experience. Four years at present place; also does cardwriting. Address Box 213, care Merchants Record and Show Window.

CONVENTION SPECIAL



Model Form Company's Booth.



Polay Fixture Service's Booth.

Always Prize Winners

The above is an illustration of a section of our Exhibit at the Sixteenth Annual Window Trimmers' Convention, at the Auditorium Hotel, Chicago.

The hundreds who attended the "Show" were of one opinion, viz., that our forms and wax figures made by far the best showing of any at the convention.

Our wax heads are modeled from life by graduates of the best known institutes.



twisting out
tense heat.

Please Note Illustration

Each wax head is made over a papier mache mask, supported by a solid wooden brace, 2 inches thick and is secured to the body by a device of our own, which does away with the unreliable and unsightly straps and buckles. The head is securely fastened to the body and at the same time there is no possibility of the wax portions of shape when subjected to intense heat.

Remember

that in the manufacture of our celebrated wax heads and papier mache forms, we use only the best materials throughout. Our designers and workmen have become experts through a careful study of the practical needs of merchants and window trimmers.

Send for our new illustrated catalogue.

We make a special line of dressmakers' adjustable forms that are accurate, simple and practical.

Model Form Company

554 W. Jackson Blvd., Chicago

This illustration shows a corner of our booth at the 1913 "Show." Everything exhibited was praised in the highest terms by the hundreds who paused to study our inimitable line of fixtures.

For the benefit of those who did not see our Exhibit of prize winning fixtures at the recent Chicago Convention, we wish to bring out just a few points regarding—

"Polay's De Luxe Fixtures"

Veritable works of Art are Polay's ornamented gold, silver and old ivory stands for artistically displaying everything in haberdashery and millinery.

"Polay's New Plateaux"

are conceded to be the most beautiful French Design to be found in America. Furnished in any wood and finish to match your background.

Write for catalogue of window displays and Circular No. 3235, which shows these fixtures.

Polay Fixture Service

D. A. Polay

Sid. J. Wolf

612 Medinah Bldg.,

Chicago

**A List of Members of the I. A. W. T. and Visitors to the 16th Annual
Convention, Held at the Auditorium Hotel, Chicago,
August 4, 5, 6, and 7, 1913.**

Note—This list has been compiled as carefully as possible, but it is possible that some names have been unintentionally omitted. Anyone attending the convention, whose name does not appear here, is requested to send same to the editor of Merchants Record and Show Window, 431 S. Dearborn St., Chicago.

A

Ackemann, C. H. C., Ackemann Bros., Elgin, Ill.
Ahlroth, Carl W., Union Clo. Co., Columbus, O.
Anderson, J. A., Doyle & Rummel, Bayfield, Wis.
Apted, A. E., T. Eaton Co., Toronto, Ont., Can.
Andruss, R. E., D. L. Silverman, Belvidere, Ill.
Ashley, Jas., The Fair, Goshen, Ind.
Asling, C. D., Glass Block Store, Duluth, Minn.

B

Bach, Donald P., Warner Wright Co., Tiffin, O.
Badger, Lucas, Dryfoos & Bach, Fremont, O.
Baer, E. E., J. Goldsmith & Sons Co., Memphis, Tenn.
Baldwin & Sons, R. A., Durham, N. C.
Ballou, O. F., C. H. Almond D. G. Co., Lynchburg, Va.
Balthaser, G. D., The Union, Delaware, O.
Banks, M. M., Goldthait & Son Co., Marion, Ind.
Beaver, F. L., The Hub, Chicago, Ill.
Beck, E. A., Cash & Lehnhard, Webster City, Ia.
Beckus, E. C., F. J. Bailey & Son, Beloit, Wis.
Bedford, J., The Merchants Ltd., Brandon, Man., Can.
Beffel, Edward, Beffel Furniture Co., Racine, Wis.
Beneche, Oscar F., Balle Brodersen Co., Denison, Ia.
Benson, Herman, Harry L. Smith, Canton, O.
Berg, E. J., T. A. Chapman Co., Milwaukee, Wis.
Bernier, F. E., John Dedrick Co., Geneseo, Ill.
Berthold, Jno. G., Power Merc. Co., Lewistown, Mont.
Best, Walter K., The Turner-Ebinger Co., Marietta, O.
Bettinger, Carl, Bettinger & Son, South Milwaukee, Wis.
Bevan, J. Harold, The Fair, Fort Worth, Texas.
Billesbach, Chas. W., Stein Bros. Co., Hastings, Nebr.
Black, Morris L., Strouss-Hirschberg Co., Youngstown, O.
Blessing, F. A., J. Lecour & Sons, Kankakee, Ill.
Blick, Dick, O. T. Johnson Co., Galesburg, Ill.
Bloom, Arthur, Schipper & Black, Peoria, Ill.
Bohler, C. C., care S. H. George & Sons, Knoxville, Tenn.
Bookstaff, D. A., L. S. Donaldson Co., Minneapolis.
Bouters, Peters, J. R. Jones Sons, Kalamazoo, Mich.
Bowen, J. C., Fisk & Loosley Co., Moline, Ill.
Bowling, J. H., Caldwell & Graham, Wilkinsburg, Pa.
Boyd, Harry S., care Bragdon D. G. Co., Portsmouth, O.
Bricchetto, L. P., Anderson Dulin & Farnell Co., Knoxville, O.
Bridges, H. L., The Hub Clo. Co., Seymour, Ind.
Brink, Herbert M., care Gilmore Bros., Kalamazoo, Mich.
Brittain, C. L., Kline's, Kansas City, Mo.
Brockman, O. R., H. J. Goelzer, Plymouth, Wis.
Brogowsky, A., Indiana Harbor, Ind.
Brown, J. E., Kansas City, Mo.
Butterworth, A. E., John Taylor D. G. Co., Kansas City, Mo.

C

Cameron, Jack L., Harris Emery Co., Des Moines, Ia.
Campbell, F. J., West Side Clo. Co., Green Bay, Wis.
Carpenter, Walter A., G. H. Cokendolpher, Mattoon, Ill.
Catlin & Cornish, Belvidere, Ill.
Charlton, R. H., M. Lehman & Bro., Portsmouth, O.
Chase & Co., G. A., Chicago.
Christiansen, O. B., Maurice Rothschild, Chicago, Ill.

Ciernia, P. M., Field Schlick & Co., St. Paul, Minn.
Cohen, Harry, Fienberg's, Pittsburgh, Pa.
Collar, Clarence, E. R. Collar, Lowell, Mich.
Collins, L. V., Watson & Myers, Salina, Kans.
Colvin, Richard E., New York Store, Delaware, O.
Coppin, John R., John R. Coppin D. G. Co., Covington, Ky.
Cottermann, Ray, N. E. Furn. & Carpet Co., Minneapolis.
Crueger, H., Espenhein Co., Milwaukee, Wis.

D

Dalton, E. B., Warner Merc. Co., Sandwich, Ill.
Danielson, Chas., Worthington, Minn.
Darrow, Chas., Hannah Lay Merc. Co., Traverse City, Mich.
Davis, Chas., La Grange, Ill.
Davis, Harry C., Maurice L. Rothschild, Chicago.
Davis, O. W., Nathan's Dept. Store, Johnstown, Pa.
Davis, W. W., Meier Frank Co., Portland, Ore.
DeWitt, Henry, Kleeman D. G. Co., Terre Haute, Ind.
Dexter, F. L., Boston Store, Richard Center, Wis.
Dobson, Wm. A., Stampfer Co., Dubuque, Iowa.
Duey, T. G., Macpherson & Edward, Springfield, Ill.
Duff, Clarence E., Lincoln, Ill.

E

Echternach, Chester R., Levin's, Marshalltown, Ia.
Edgell, A. J., Donovan's, Lancaster, Pa.
Edstrom, W. H., Boxrud & Hjermstad Co., Red Wing, Minn.
Ehrlinger, Arnold W., Alschuler Bros., Aurora, Ill.
Eiff, J. H., Robinson D. G. Store, Battle Creek, Mich.
Eismueller, C., Chicago.
Eismueller, Edw. E., Moeller & Co., Chicago.
Eldridge, W. H., Huson & Zerler, Plymouth, Wis.
Engelman, W., Chicago Store, Kankakee, Ill.
English, C. W., Great Falls, Mont.
Ericksen, Arthur G., H. Krom, Merrill, Wis.
Esch, Carl, Henry Esch, Manitowoc, Wis.
Exline, L. R., B. & B. Clo. Store, Uniontown, Pa.

F

Farnberg, C. M., Young & McComb, Rock Island, Ill.
Farrell, F. J., A. Livingston & Sons, Bloomington, Ill.
Fauske, Roy, Lyon Store, Hammond, Ind.
Ferro, C. B., Olwin Angell Co., Aberdeen, S. D.
Fierstein, A. W., Foreman's, Chicago.
Fischer, Geo. M., Chas. Fischer & Son Co., Watertown, Wis.
Flanagan, D. C., Unionville, Mo.
Flett, Will F., Joseph Appelbe Co., Windsor, Ont., Canada.
Fox, Roy, G. R. Lyons & Sons, Waukegan, Ill.
Frankenberger, C. W., Mendota, Ill.
Fread, W. A., A. Herz, Terre Haute, Ind.
Frederiksen, S., Laderer Co., South Chicago, Ill.
Freebern, Walter W., Paul Davis D. G. Co., Waterloo, Ia.
Freeman, Carl H., Emery Bird Thayer Co., Kansas City.
French, H. C., Geo. Myman Co., South Bend, Ind.
Freebern, Walter, Paul Davis D. G. Co., Waterloo, Ia.

*"You cannot buy a thing from me
I do not use myself."—Hess*



Geo. Wallace Hess

1405 Olive Avenue
Chicago

announces the publication of a series of sixteen, eleven by fourteen-inch pages of pen alphabets in portfolio form, in which he features the Leman and German music pens, the Soennecken pen, ball point, camel back, and Payzant pen in full size reproductions as made in originals, ornate missal initial alphabet and one hundred blank initial panels, including the "Woman with the Rose" design, designs for men's clothing and general lines—ready after his return from the Canadian Window Trimmers' Convention, about August 20th to 25th. Complete instruction on the mixing of inks and colors for pen work and handling of the pen itself—price \$1.00 postpaid.

Honest Hints and Helps, by Hess

A series of four pages, eleven by fourteen inches, on music pen and Soennecken pen lettering, including instruction for mixing inks and colors for the pen, and the handling of the different pens—35c postpaid.

"The Woman with the Rose"

Blank Initial Panel

One hundred of these exquisite creations in three different sizes—35c postpaid. Colored in dainty tints with artist's water colors or amateur photographer's colors, they are very attractive. One hundred panels and artist's water color outfit and twelve quarter sheets of elegant mat board with hand-colored panels thereon, and instructions for coloring—\$2.00 postpaid.

Hess Famous Border Ruling Gauge for Show Cards

Set of four, one-fourth, one-half, three-fourths and one-inch, for 75c postpaid, including six ink retainers. One only with two retainers, 25c. The hit of the 1912 and 1913 window trimming conventions.

*Send for catalog or send ten cents for dozen panels and quarter sheet card
showing the effect of this popular novelty.*

Friedman, H. H., Preuzlauer Bros. Co., Sault Ste. Marie, Mich.
 Frink, Otis J., Chas. B. Sax & Co., South Bend, Ind.
 Frisch, Conrad, Model Clo. Store, Tulsa, Okla.
 Fuellerman, R. J., Gerretson Co., Milwaukee, Wis.
 Fuller, O. G., M. W. Tanner Co., Saginaw, Mich.

G

Garber, Mose O., Frankel Clo. Co., Des Moines, Ia.
 Garrett, Fair Store, Indianapolis, Ind.
 Gates, Harold B., J. W. Knapp Co., Lansing, Mich.
 Geisl, Emil W., Stearn & Co., Cleveland, O.
 Gertz, A. E., Chicago.
 Gibson, S. E., James Levi & Co., Dubuque, Ia.
 Giles, R. A., Evanston, Wyo.
 Gill, Arthur, The Hub, Madison, Wis.
 Gilles, Arthur L., Kahn Co., Milwaukee, Wis.
 Glimberg, W., Abram's Dept. Store, Milwaukee, Wis.
 Gannel, John F., Lahr Bacon Co., Evansville, Ind.
 Grasser, Fred F., Hovey & Schaeffer, Belvidere, Ill.
 Green, C. E., H. Liebes & Co., San Francisco, Cal.
 Green, W., Cel. & Gapinski, Milwaukee, Wis.
 Griffen, W. B., J. L. Brown, Jacksonville, Texas.
 Grosspittch, C. Burton, Beattie & Sachse, Pontiac, Mich.
 Grover, C., W. F. Fletcher, Ottawa, Ill.
 Guterman, H., A. F. Richter Co., Chicago, Ill.

H

Hagen, A. R., J. B. & D. Richards, Mankato, Minn.
 Hahn, C., Bunde & Upmeyer Co., Milwaukee, Wis.
 Hall, W. R., Wells Bros. Commercial Co., Coffeyville, Kans.
 Halsey, M. A., Halsey Bros. D. G. Co., Independence, Kans.
 Hamilton, Erle, Nampa Dept. Store, Nampa, Idaho.
 Hamilton, W. D., Star Clothiers, Hutchinson, Kans.
 Hancock, J. E., Schwabe & May, Charleston, W. Va.
 Hanna, B. P., Bloomington, Ind.
 Hansen, D. M., A. Schradzki Co., Peroia, Ill.
 Hardwick, J. E., Armstrong McClenahan Co., Cedar Rapids, Ia.
 Harms, H. H., Seward Co., Columbus, Ind.
 Harper, H. L., Star Clo. Co., Grand Rapids, Mich.
 Harre, W. R., Goldstein Migel Co., Waco, Texas.
 Hartment, C. A., Chas. V. Weise Co., Rockford, Ill.
 Hay, William S., William Hay, Kincardine, Canada.
 Heimerl, Geo. W., S. S. Sencenbaugh Co., Aurora, Ill.
 Helfrich, Wm., Sherrin Bros., Salina, Kans.
 Henderson, John, J. M. Bostwick & Sons, Janesville, Wis.
 Henry, J. Howard, Meyer Lindorf Co., LaPorte, Ind.
 Heuman, Walter L., Monroe Merc. Co., Buxton, Ia.
 Hilker, A. H., Koon's, Peoria, Ill.
 Hill, Roy L., Carroll's Stores, Chicago.
 Hitzeman, Geo. W., I. Cohien & Co., Elgin, Ill.
 Hoffmeyer, T. C., Heavenrich Bros. & Co., Saginaw, Mich.
 Hoffstadt, Morten, Lefty's, Milwaukee, Wis.
 Hoile, Harry W., Loveman, Joseph & Loeb, Birmingham, Ala.
 Hohman, John G., Sulzbacher's Dept. Store, Steubenville, O.
 Holihan, C. A., Chicago, Ill.
 Holzer, Edward H., F. A. Plummer Co., Ltd., Oshkosh, Wis.
 Hood, J. H., F. P. U. Dept. Store, Bristol, Tenn.
 Hood, Lawrence, Dukes Clo. Store, Ft. Wayne, Ind.
 Hopkins, J. E., Geo. A. Gray Co., Duluth, Minn.
 Hornig, W. E., La Porte, Ind.
 Howard, G. L., O. R. Clo. Co., Muskogee, Okla.
 Howard, John E., Rochester, N. Y.
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 Hubbard Geo. W., Theo. F. Swan, Elgin, Ill.
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 Hunsicker, P. W., Dick Brink Co., Grand Rapids, Mich.
 Hunt, C. H., R. A. Baldwin & Sons, Durham, N. C.
 Hunt, C. T., Scripp Greer D. G. Co., Canton, Ill.

I

Inglis, Archie, Shore-Newcom Co., Miles City, Mont.

J

Jarrett, Jerry, Stromberg-Hoffman Co., Georgetown, Tex.
 Javerwitz, Felix J., S. Lederer Co., South Chicago.
 Jepson, O. R., W. J. Donelan & Co., Ottumwa, Ia.
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 Johnson, F. A., O. Briers Jobst, Peoria, Ill.
 Johnson, Leo. G., Ed. Ahlsvede Co., Chicago.
 Johnson, Reuben B., Floan & Leveroos, Superior, Wis.
 Jones, Harry T., Mandel Bros., Chicago.
 Jugenheimer, C. O., J. P. Mailandt, Burlington, Ia.

K

Keillor, R. N., Dalmbert Co., Greensburg, Ind.
 Keller, P. L., Damon-Igou Co., Mason City, Iowa.
 Kelly, Frank C., Strasburger's, Parsons, Kans.
 Kennen, Wm., Geo. M. Peck Co., Elgin, Ill.
 Kensel, R. R., W. Lewis & Co., Champaign, Ill.
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 Knoblow, Mendel's, Meadville, Pa.
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 Kosilek, S., Klee Bros., Chicago.
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 Kramer, Ralph, J. P. Kramer, Crown Point, Ind.
 Kroepelin, Wm., Theo. F. Swan, Elgin, Ill.
 Kroken, Fritz C., P. I. Hale, Stoughton, Wis.
 Kuhnert, Arthur, Bodenstein Bros., Sheboygan, Wis.
 Kumagai, Kotaro, New American House, Boston, Mass.

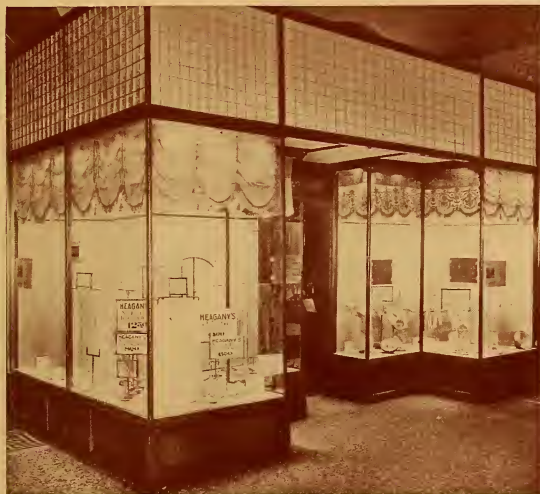
L

LaGrand, Oscar E., F. A. Read, Freeport, Ill.
 Lamothe, H. J., A. T. Gallup, Inc., Holyoke, Mass.
 Lanoux, F. A., Browning King & Co., St. Paul, Minn.
 Larson, Carl H., Ben Rosenberg Co., Milwaukee, Wis.
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 Lewis, O. G., Sam Weingarten, Champaign, Ill.
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 Lisle, George, Sig. Lehman, Chetopa, Kans.
 Lives, N., A. P. Rosenberg Co., Milwaukee, Wis.
 Logan, B. H., Holmes Co., Wichita, Kans.
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 Long, Seward, John Baesch Co., Burlington, Ia.
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 Luborsky, A., Mandel Asher & Sons, Chicago Heights, Ill.
 Lyons, H. L., Jr., Caldwell & Harbison, Shelbyville, Ky.

M

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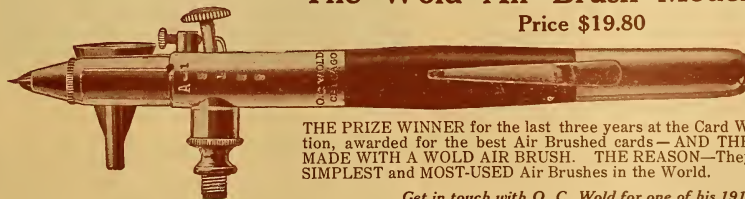
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 Spafford, C. W., Dry Goods Reporter, Chicago.
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Plates Nos. 7356-7. Display of Voiles by O. F. Ballou for C. H. Almond D. G. Co., Lynchburg, Va.

This was an "everyday" display of dress goods. The background had in the middle a tall painted panel surrounded by an ornamental frame cornered with foliage. All of the drapes were made in a more or less conventional style, the principal one being the full form arrangement that is shown in the single column picture. This was made without cutting the material. Flowered voile was used and the trimming was fine lace flouncing arranged over one shoulder and draped around the body of the form. Around the waist was a sash of light blue ribbon which matched the goods. The drape was made over an ordinary suit form without arms. By the side of the drape was a hat on a tall millinery stand at the bottom of which was a parasol. The drape over the waist form was a very simple affair, the material being simply looped up over the shoulders and the ends spread out over the floor in irregular folds.



Plate No. 7358. Fall Opening Display by Carl Greer for Newman's, Joplin, Mo.

This setting is one of marked simplicity but the effect was very pleasing and satisfactory. A heavy balustrade finished off at either end by a large square post was placed along the back. Each of the posts was surmounted by an immense urn. All of this was finished in rough stone effect. Preserved beech leaves were used to cover the background. The whole scheme was carried out harmoniously. Several windows were decorated in this style.



WHEN a competitor puts on a sale of hosiery, gloves, or anything else, don't jump in and cut the price. Meet his price if you want to, but instead of making a big splurge about it, let your customers have the impression that values such as these are of too common occurrence to be advertised. Cutting a competitor's price is always poor business that is reasonably sure to react in one way or another against the cutter. Meet prices and let it go at that.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

—ABSORBING—

"Harmen's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1903
"Merchant and Decorator"	Established 1905

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MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The National Association of Window Trimmers of America

*"In transmitting photographs see that full postage is prepaid, otherwise they may go astray." Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

*"Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned."

*"When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list."

*"Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number."

August, 1913

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About Publishing Pictures

EVERY once in a while we receive a letter from a subscriber asking us to cancel his subscription for the reason that we have failed to publish a photograph of one of his windows that has been sent to us at some time or other. Generally these letters are from beginners and contain some observations as to the manner in which this journal is edited. Here is an example:

"Am sending back bill and ask you to stop my paper. Last May I sent you a picture of my spring window and you have not printed it yet. My display was as good as any you have printed and if I can't get a show in your paper I don't want to take it any more."

On looking up the picture in question it was found to be a small Kodak view of a display in which there was not one redeeming feature. The window was a jumble of ill-assorted merchandise, big signs and the crudest of backgrounds. Had we published the picture it would have been regarded as a joke by all of our subscribers, with the exception of the boy who sent it to us.

The purpose of this journal is to elevate the standard of window dressing through publishing each month the best examples of seasonable displays that we can find. We believe that our subscribers understand this, and take the MERCHANTS RECORD AND SHOW WINDOW for the information it contains. If we published all the pictures that are sent us, just to keep those who send them in a good humor, and regardless of the merit of the displays, our journal would be destined to a quick finish.

Photographs are not published in the MERCHANTS RECORD AND SHOW WINDOW through favoritism; neither are they printed for pay. There is but one consideration and that is the merit of the picture itself. If it is thought that a photograph will prove of interest to a majority of our subscribers, it is published—but we certainly cannot give space to a picture simply to tickle the vanity of a single subscriber. It is quite natural for the beginner who has made a special effort in the matter of display should contemplate his work with satisfaction. It is a human trait to esteem that which is our own and it is not remarkable that the amateur window dresser should mistake what he has tried to do for what he has actually accomplished.

In choosing the picture for publication, we are guided entirely by what we consider to be the best interests of our subscribers. The photographs that appear are those which we think will be of interest to the greatest number of our readers. We will admit cheerfully that it is more than likely that mistakes are made occasionally as we do not claim infallibility in the matter of judgment. We naturally dislike to lose subscribers, but we much prefer to lose the few who unreasonably take offense because their pictures are not published, rather than

the many who would undoubtedly be lost to us if we made it a practice to print displays regardless of their merit simply because they are sent in by a subscriber.

§ §

The "Literary" Ad Man

THERE is a somewhat general tendency on the part of young advertisement writers to run to "literary" productions. Not having had a great deal of experience in the business they attach a great deal of importance to "style" and "composition" and they generally pay less heed to what they have to say than the manner of saying it. Nicely rounded sentences and euphonious alliteration are striven for more than simplicity and clearness. The result is that most of this "fine" writing goes over the head of the average reader.

It will be admitted by any one that "style" is important in ad-writing, but it should be the simplest possible style. Never use a long word if a short one will do—use short sentences and short paragraphs and make your meaning so clear that a ten year old boy can understand it. Leave the "fine" writing to poets and essayists and stick to the plainest English you can command. There are dependable statistics to show that a considerable part of our public has never gone beyond the second or third reader in the matter of education. This fact should be considered in writing advertisements that are presumed to appeal to the general public.

§ §

A New Book On Window Display

WHENEVER the National Cash Register Company of Dayton does a thing it does it well. This certainly applies to a window dressing booklet that has just been issued by the National Cash Register Company. "There's Money in Your Show Window" is the name of the book and there will undoubtedly be money in the window of the merchant who follows the suggestions contained therein. In the neighborhood of fifty window displays, covering a large variety of lines, are shown in this book, and each one of them is deserving of careful study. All of the displays are simple but every one has a real idea in it. They all have the "punch" that makes sales.

It is the theory of Mr. S. B. Van Horn, head of the Window Advertising Department of the N. C. R. Co., who arranged the displays shown in this book, that "no window is big enough for two ideas" and this theory is admirably demonstrated by the directness of appeal in these displays. They are displays that are adaptable to the largest or the smallest store. However, as Mr. Van Horn explains, the booklet has been designed primarily for the merchant or clerk in the small shop. In this

connection we venture the suggestion that many window dressers of considerable experience might profit by a careful perusal of "There's Money in Your Show Window." Throughout the booklet there is a running comment upon the displays and upon window dressing in general.

"There's Money in Your Show Window" was printed for world wide circulation and has been translated into some half dozen foreign languages. That it is a product of the National Cash Register Company's engraving and printing plant is enough to say for its typographical excellence. Altogether this is a booklet that every window dresser or merchant should have. It was printed for free distribution and is well worth writing for.

§ §

PSYCHOLOGY is a word that has become a great favorite with writers on advertising subjects—especially theorists. It must be admitted that "psychology" is a real nice word. However we venture the opinion that the average professor of psychology would make a mighty poor hand as an ad-writer. What the ad-writer needs is plain horse sense.

§ §

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1913 have been made as follows:

AL. HAGEN, St. Louis.
BERT CULTUS, Tacoma, Wash.
W. H. HINKS, Minneapolis, Minn.
J. O. BUCKWALTER, Pittsfield, Mass.
W. L. BLAYNEY, San Francisco.
E. M. McCARTNEY, Pittsburgh, Pa.
B. J. MILLWARD, St. Paul, Minn.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

SPECIAL DISPLAYS

THE DECORATOR SHOULD FAMILIARIZE HIMSELF WITH ALL LINES OF MERCHANDISE AND THE BEST WAYS IN WHICH TO DISPLAY THEM—DIFFERENT LINES REQUIRE DIFFERENT TREATMENT

THERE is a general tendency among window dressers to specialize upon one or two lines of merchandise. Thus, we hear a man spoken of as a clothing trimmer, or a draper, or a hardware decorator, or a specialist in any one of a dozen other lines. Whatever the chosen line may be, they take but little interest in other lines that are not within the scope of their daily work. While it is only natural that a man should centralize his interest and his efforts upon that particular work in which he is engaged, the wise decorator will study every branch of window display. Although a man may be regularly employed in displaying dry goods, it will not hurt him to be able to show groceries or hardware. In every big city there are plenty of chances for a decorator to do outside work that is generally highly profitable, providing he is able to

the glass was the merchandise display. This embraced everything that is turned out by the many Armour plants. The principal products were given the most prominence and the by-products were displayed further back. The buildings were carefully reproduced, all being in proper proportion. There were a great many details in this display that cannot be seen in the picture but space will not permit a description of all of them. This elaborate setting was first shown as a daylight scene; second as a night scene, with the buildings and little "White Way" lighted up; third as a moonlight scene. Practically all of this display was made under the supervision of Mr. Paxton.

Mr. E. M. McCartney is chief decorator for one of the high class dry goods stores of Pittsburgh and his displays in that line are notably clever. The two small pictures, however, show that he can handle an entirely different line with equal facility. One picture shows the window and the other the interior of G. W. Schmidt Co., said to be the finest liquor store in the country. The window was in blue and silver. Blue netting with silver



A SPECIAL DISPLAY BY R. L. PAXTON OF FT. WORTH, TEXAS, FOR ARMOUR & CO.

make a good showing with any kind of merchandise. The pictures reproduced here show some displays that are different from the regular department store work.

If R. L. Paxton had confined himself strictly to his regular line of work, he would hardly have been able to handle the display for Armour & Co. that is shown here. Mr. Paxton is window dresser for the W. C. Stripling store in Fort Worth, Tex. His regular work is confined principally to dry goods and women's ready to wear, yet he had given enough attention to other lines to be able to handle the big Armour display at the State Fair when the opportunity presented itself. The purpose of this exhibit was to show all of the many products of this company. Mr. Paxton has accomplished this admirably. The background was a scenic painting showing the city of Galveston and surround scenery. The most striking feature about the exhibit was a miniature train that carried packing house products to a miniature pier, of a miniature Galveston. This little train made two trips every minute and ran through a country populated principally by miniature cows, sheep and pigs. Directly back of

trimming was used to cover the mirror at the back and the floor was covered with blue velvet. Blue and purple flowers in harmonizing shades were used in such a manner as not to interfere with the display. This was a remarkably artistic window and it was especially effective at night. The small picture gives but a poor idea of its beauty. The interior of the store as shown in the picture was made equally attractive, the principal decorative feature being about 300 small "fruit lamps" which were made up to represent oranges, apples, pears and various other fruits. These were used on trees and over a small arbor and when lighted presented a beautiful effect. The large shades on the ceiling lamps were wire frames covered with silk and trimmed with miniature festoons and pendants made from delicate foliage. Various foliage plants were used to complete the decorative effect. No expense was spared in these decorations and as a consequence the appearance of the store was exceptionally handsome.

In every city of any size there is an opportunity for the competent window dresser to do a considerable amount of extra trimming that will in no way



A WINDOW AND INTERIOR DECORATED BY E. M. McCARTNEY FOR G. W. SCHMIDT CO., PITTSBURGH

conflict with his regular work. There are plenty of prosperous stores that could well afford to pay for good window displays but they do not do so because it is not the general custom for stores in their particular line to pay much attention to their windows. A little well directed missionary work by the enterprising window dresser ought to secure him as much extra work as he can attend to conveniently. In this connection it may be said that there is hardly any business that would not be benefited by good window displays. If there is

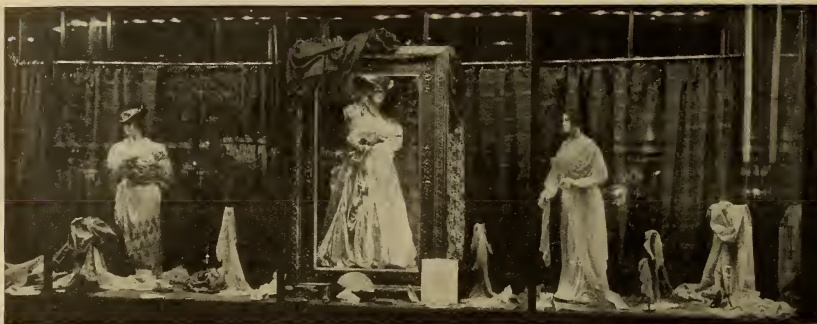
an available display window, it can be fixed up in such a way that it will serve as a business getter. This applies to restaurants, insurance offices, railroad and express offices, printing shops, banks and many other lines that do not dream of using their windows except in the crudest way. Naturally such displays could not be handled in the same way that department store windows are handled, but the advertising possibilities are there just the same. It is up to the window dresser to figure out how the thing can be done—and then to do it.



Plate No. 7359. Display of Silks by Carl Greer for Newman's, Joplin, Mo.

The construction of the background is evident in the picture and needs no explaining. The finish was of a novel character. All over the back and columns a by-product of

zinc ore was applied in an irregular manner producing a pleasing and unusual effect. This material produced the appearance of fine crystals.



A "GAINSBOROUGH" WINDOW BY MR. FISH.

NOVEL OPENING DECORATIONS

A ROCKFORD, ILL., STORE STRIKES A NEW NOTE IN DECORATIONS FOR A FASHION EVENT—ATTRACTIVE LITTLE GROUPS ARRANGED IN DIFFERENT PARTS OF THE STORE—ILLUSTRATIONS

LOOKING about for new ideas for his fall opening displays, the decorator may find in the accompanying illustrations some suggestions that may be used to advantage. The scheme shown in these pictures was originated and carried out by F. F. Fish, head window dresser for D. G. Stewart & Co., of Rockford, Ill. While these decorations were designed for a spring opening, the same general principles might be used with equally good results for the autumn season. In addition to attractive window displays, attractive little groups were placed in various parts of the store. These groups as shown in the illustrations are strongly suggestive of spring. Any decorator, however, can easily design groups that would be appropriate for fall. Either Mr. Fish's simple plan of decoration might be used or it may be made more elaborate to conform with the idea of the individual decorator.

In one of the windows the central figure was a form posed in an elaborate frame to represent Gainsborough's famous painting, "Lady Devonshire." The hat on the figure was an accurate copy of the one in the original picture, and the figure was draped as accurately as possible, the position of the figure and all other details being true to the copy. The figure was lighted by means of concealed lamps that gave just the right amount of illumination. The frame was a handsome affair. The second window was trimmed with moss and foliage.

The group inside the store, of which four are shown, were made in the same general manner. In each instance an oval platform seven feet wide, ten feet long and ten inches high, was built. The sides of these platforms were made of thin bendable strips of wood that were painted. In most cases the top of the platform was covered with green moss interspersed with flowers. The whole idea is illustrated so clearly in the picture that every decorator will catch the idea at once. The suit department of the Stewart store was the scene of these displays.



AN ORIGINAL SETTING BY MR. FISH.



AN INTERIOR GROUP.



AN ATTRACTIVE GROUP.

Every year leading stores are giving more and more attention to the manner of displaying suits and costumes in the department on the occasion of openings. Years ago the suits were merely put on forms and that was all there was to the display. Later, experiments proved that interior decorations were worth while, and the idea has grown until some of the big stores have magnificent tableaux with elaborate scenery and living models. While all stores will not find it practicable to have fashion parades of living models, it will be possible for any of them to put on a show on the order of the one shown here. The cost could be adjusted to the amount the store could afford to spend. One essential to a show of this kind is good wax figures.

The heads and arms should be in perfect condition or they will seriously detract from the effect of the exposition.

§ §

THERE is a natural tendency on the part of salespeople to "sidestep" the fussy, particular customer who generally requires twice as much attention as other people. At the same time these people must be waited on and they can generally be handled if a little diplomacy is used.



"THE YOUNG ARTIST."



"A BIT OF THE ORIENT."

SHORT LENGTHS FOR THE AD-MAN

LETTER ARGUMENTS BY SOME OF THE BEST AD-WRITERS—
WITH A FEW CHANGES THEY MAY BE MADE TO
APPLY TO ANY BUSINESS. WORK THEM
OVER TO SUIT YOURSELF

When These Lace Remnants Get into Lingerie and Frocks you'll never remember how little they cost or that they were remnants—except for the pleased feeling of your purse! They are good laces and will make up just as effectively as if they cost the original prices. Find every good kind of lace for all purposes—from edgings and insertions for lingerie to all-overs and fine novelty laces for evening gowns. Prices are usually a third to one-half below the regular sums.

Best Lot of Lingerie Blouses We Ever Had at \$2.—Even more—the best styles we ever found in a maker's stockroom to sell for less! Materials, the pretty wash footings, and the dainty embroideries would be unusually good in \$3 to \$3.75 waists. Styles so feminine and charming that many women will wish half a dozen. Every one is out of the ordinary, all fresh from the workshop. It is a pleasure to come back from a vacation and choose these crisp white waists for next week's wear.

Crisp and New—Linen Dresses for Young Women, \$6.—Their maker used Ramie linen—sturdy and good looking, and picked out snowy white, the new brown and a soft rose. Then he made them up in a simple one-piece style, youthful and pleasing. The dresses fasten down the front with crochet buttons. There are collars of the linen with soft folds of batiste—and more folds at the belt and the cuffs.

There Will Be Interest Today in the \$6.75 Skirts—all of which have been marked at higher prices—\$7.75 and \$8.50. All are good practical models—and you may expect: Striped cotton ratine in black and blue and white; black and white plaids; white wooleens with black or blue stripes. Each skirt is in one of this season's good styles and has good lines and good tailoring to commend it.

That Cool Little Frock to Wear Around the House—All linen for the morning, perhaps, in heliotrope, light blue, white, pink, wine or gray, made in one piece and having for trimming a fine open embroidery sailor collar, revers or cuffs, \$3.50. For the afternoons a dainty and cool white voile with fine tucks in the waist and wider ones above the hem, and a low collar of eyelet work, for \$5.

Pure Flax Linen for the Cooler Days—Linen isn't hot. There's a certain crispness about it—and this year—a fairly loose weave which makes it the coolest of fabrics. And the fashionable ramie weave does not crumple easily, either. So if a woman hasn't a linen suit and several linen dresses, she will be glad to know that she can get the best linen here, in the shades that are most worn.

Gay Topcoats to Go Over Girls' White Frocks—Brightly colored affairs of soft, wooly chinchillas, in the new short length, in striking contrast to the simple dresses they are to go over. One of the styles is a \$10 model with a wide belt all the way 'round. It comes in a deep and lovely rose shade as well as the new and fashionable emerald green, and is just the right length. 14, 16 and 18-year sizes.

In Such Good Taste Are These \$3.85 Wash Silk Waists and of such good quality, that the two hundred and fifty are not apt to linger. Wash satins, delicate and lovely crepes de chine, rich and heavy habutais and China silks—these are in white and there are heavy wash silks in striped effects, besides a few solid color wash crepes. Made in simple tailored styles, with high and low collars and dainty buttons for fastening. Sold earlier for \$5 and \$5.50.

Cotton Crepe Kimonos—Plenty of shirred shoulder style now in for women who prefer them to any other. Whether dark blue, light blue, lavender or black, they have Dresden ribbon borders and are priced at \$2.85.

Women Ask for Wanamaker Silk Gloves—a sure sign that their previous "Wanamaker gloves" have looked and worn so unusually well that it was worth remembering the name for the "next time." Wanamaker gloves are a good manufacturer's best weave—reserved exclusively for this store. Sixteen-button length, white or black, \$1.

White Silk Gloves Are Very Accommodating—They are cool and allow a woman to give the finishing touch to her cos-

tume without discomfort. They are easily kept clean. Wanamaker silk gloves are specially made for this store out of pure Milanese silk, with Paris-point embroidery and double finger tips. Particularly good for \$1.

Long Silk Gloves. 16 Button at 59c.—Another supply of these famous gloves ready tomorrow. They are well shaped, made of very lustrous silk and finished with double-tipped fingers. The best gloves that have been available this season for such a low price. White and black. "Elsmere" silk gloves are a Looser specialty—very fine silk, two-clasp style with double-woven finger tips. Colors, white and black, at 50c., 75c. and \$1 a pair.

A Peep at Autumn Skirts.—New materials, as well as little style-touches indicate their recent advent into our stock. They are in medium weight, desirable for wear during the remaining summer months, as well as during early autumn. Three-piece skirts are in evidence, together with plain-gored models, with inset plaits, foot openings and button trimmings, used in new and effective ways. They are made in black chevrot, black and blue serge, gray herring-bone stripe, black-and-white corded eponge, navy blue corded eponge, and Bedford cord. Prices range from \$3.75 to \$7.50.

1000 Good Shirtwaists That We Can't Classify—Ones and twos of a kind—odd waists out of our own stock and lots remaining from special purchases; silks and a few tailored cottons, a few hand-embroidered linens and plenty of lingerie styles. Some have collars missing and some are soiled. Prices are cut in two to make up for drawbacks.

Many Requests Lately for High Collar Waists—so here is a baker's dozen of models just in, some of them repeated styles because they were liked so much, and others brand new. Voile, batiste and lawn, a few even daintily hand embroidered and trimmings of imitation or hand-crocheted laces. All with high collars and long or three-quarter sleeves. Prices, \$1.65 to \$3.95.

Black China Silk Waists, tailored styles, tucked or plaited, with high collar and long sleeves. Surplice effects, with new little flat collars and plaitings of silk. Yoke effects, trimmed with plaitings and pearl buttons. Stylish models with pointed collar and hemstitched, turn-back cuffs. Others, more elaborate, have yokes of net and trimmings of silk bands and buttons. Prices \$3.50 to \$5.00.

Hats at \$5.00.—Some thirty of these, and all fresh and charming, just from our work rooms. In the height of the season these would be \$7.50 and up. There are light hats for wear with white dresses, there are smart dark hats for going away; there are a few mourning hats; there are a few Leghorns, a few Neapolitans; the greatest number are Hemps.

Advance Autumn Hats—an excellent assortment of hats which embody the new ideas for the coming season—soft crowns of velvet, with brims of lace, maline, net or shadow lace. The trimmings in many cases match the brim. Some are finished with a large butterfly in place of a bow—a Paris idea seen here first—\$5.00, \$6.00 and \$8.00.

Silk in a Man's Shirt "Tones It Up"—It need not be a pure silk shirt, but a mixture of silk with cotton, or a silk cord or stripe running through some heavier fabric is most effective. \$3.50 will now buy one of our regular \$5 silk-and-cotton shirts. \$2.50 will now buy a silk-striped crepe shirt of \$3.50 grade. And the man who is looking for a handsome and serviceable shirt of small price but great value, will find it in a lot of \$1.50 and \$2 grades at 95c. Crepe and madras, made plain negligee style, with cuffs attached.

For the Silk-Shirt Man. \$5 and \$6 Silk Shirts, \$3.65 Each.—This is the finest group of pure silk shirts we have ever known to be marked so low as \$3.65 apiece. Ordinarily such shirts cannot be made to sell under \$5 to \$6. In this instance, however, there was good luck in buying the silks underprice and they are some of the handsomest black, blue and lavender stripings of the season. Faultlessly made up in plain coat style with soft double cuffs. Sizes 13½ to 17—but not each size in every style. \$3.50 pure silk Habutai shirts, \$2.95.

Men's 50c Silk Half Hose, 29c.—This splendid lot of Jacquard-figured and solid black silk half hose should appeal to men quick to recognize rare values. There are no seconds in the lot. Half hose of excellent quality and perfect in every way, that usually sell for 50c the pair—now 29c.

Suit Cases for Travelers Who Hold Their Heads High.—A little lot of fine sole leather cases, linen lined, with hand-sewed, moulded corners and side lever lock. Light-weight, roomy cases that we have sold for \$16.50. While they last they are \$9.75.

Bare-Legged Kiddies Are Cool Kiddies and—*apropos*—our collection of children's socks is unusually large and fine. Plain, striped and fancy tops—many in designs which you will not find duplicated. Cotton, lisle and silk—in fact, the best that England and Germany could produce, and our own exclusive importation. Prices from 18c to \$1 pair, according to size and quality.

Men Wanting An Extra Shirt Or Two can pick them up here on the run and save money. \$5 silk shirts are \$3 and \$5 silk-and-cotton shirts are \$3.50. Lower-priced: 95c buys shirts of \$1.50 and \$2 grades, and 65c buys shirts of \$1.15 grade.

About 4000 Pair of the Twaddell High Shoes remain in our stocks, in styles that duplicate our own standard brands, and that, therefore, are not to be re-ordered. They are all standard leathers and about every style that a man could ask for. We do not guarantee every size in every style, but every man can get his size in one good style or another.

Women's \$4.00 Pumps, \$2.45.—Dainty white pumps for women, of finely woven canvas; silk bindings, Goodyear welted, leather Cuban heels, and neatly finished with tailored silk bows. New, fresh goods, in all sizes and widths, regular \$4.00 value—\$2.45.

Out of a Clear Sky—a Handkerchief Shower.—They came into the market unexpectedly—a "bit of a lot" from Ireland and the importer called for a "quick cash sale." So we snapped them up for our customers.

Women's New Suits at \$15.—"These are radically different from anything I've seen yet," a customer said yesterday as she examined one of the new suits at \$15. So they are. But then, they are patterned after the autumn models, which differ greatly from suits we have been seeing all summer. One style has a coat 36 inches in length, back and front. The skirt allows comfortable fullness by means of inset pleats. Another style shows the long dovetail back in its coat. Both styles are made up in a fine quality of serge, with the best of tailor-work. \$15.

The Wool Blankets.—We call them wool; they are not all wool, by our own orders to the makers; they have just that amount of cotton in them to secure them from shrinking, and that they shall return light, soft and full-sized from the laundry. A few of them are a bit soiled on the outer fold, but the price has been lowered accordingly.

Pretty Neckfixings, 10c to \$5.—Odds and ends, soiled and mussed as well as fresh pieces from our regular assortments. All the styles that are fashionable, many pieces and neckwear of many kinds are represented in the collection. There are even a few fancy scarfs. At 10c to \$5 each they are half and often less than half their former prices.

"Faults" Are Costly—They Make Men's 25c and 35c Handkerchiefs Sell for 15c.—Little irregularities in the hems—that is all! But the handkerchiefs can't be called perfect since the "faults" are there—and so 15c is the price. You will see that they are fine linens snowy white, in generous size—and you'll probably want more than a dozen.

Embroidered Robes Are Asked to Leave so that we may have their space for other things. Some are slightly soiled or mussed—others are fresh. But in every instance the price compensates for any lack of freshness. Except voile, crepe, batiste, lawn and ratine robes, mostly in white, sometimes in color.

Trimmed White Chip Hats, \$5, worth \$8.00 and \$10.00.—Scores of the dainty White Chip Hats with rich black velvet facings, that the fashionable world has accepted for present and midsummer wear, will be ready to-day. Fresh from our workrooms, where deft fingers have carried out every new Paris idea to give these smart shapes and exquisite trimmings the *chic* and style they deserve. The newest laces, the fluffiest ostrich bands, ornate marabou fancies and natural-tinted roses all participate in making these the most attractive White Hats in this city, in value as well as style.

Men's Laced Oxfords—Rubber Soled—\$5; a New and Scarce Kind.—These shoes are a clever compromise between

the regular Oxford and the English style outing shoe. They are made with blind eyelets and in appearance they are neither "loud" nor "flat"—you can wear a pair with white duck trousers, or with a regular business suit. If anything, they are just a bit English—but not enough to make them impracticable for practical everyday wear. The basic fact that they carry a deal more individuality, sanity, comfort, style and solid merit than a five dollar bill can usually buy.

These Trunks Kept a Factory Going Full Time.—Early Winter is dull season time in trunk making; sometimes the factories shut down. To keep his factory going, a good maker took our order for trunks at one-third less than the usual prices—and at the same saving we sell them. Three-ply veneer basswood, covered with canvas or fiber. All edges bound with a special steel rim immovably fastened. Divisions in trays removable.

Window Shades That Show No Shadows.—Opaque, thick and long-lasting, they cost but little more than the flimsy kind that shows shadows and betrays something of your home affairs to inquisitive outsiders. They are heavy and sound, and may be had in any color or two-toned effects—different color on either side. Many of the large new homes building in and around the city are being equipped with these light and shadow-proof shades.

Wash Gloves—Fabric Gloves which resemble suede, and are cut on the same lines as fine Kid Gloves. They can be washed repeatedly, becoming softer each time. There are many imitations on the market, but the genuine are stamped "Saxon". Sold only at Strawbridge & Clothier's. Boys' and misses', white and colors; men's and women's, white, black, colors.

Soft Cotton Bath Towels.—the kind that soak water like a sponge—but they don't "soak" your pocketbook. Contracted for last Autumn with a maker who knows the best customer of his mill and tries to hold him. Hemmed, bleached and ready—12½c, 20c, 25c, 35c, 50c each.

New Madeira Handkerchiefs Are In.—Good news for women who particularly like the dainty little squares which the Island workers send us. In snowy white, or sometimes color, with the little scalloped edges and embroidery in one corner, all done by hand—50c and 75c each.

Silk Waists and Others That are New, Dainty and Washable.—Washable! These, with all their pretty colors and dainty trimming! This is the substance of exclamations from women who see our new waists. No woman would ever dream that this soft white silk with its shadow stripes and little pompadour bouquets could be in friendly terms with the laundry. Then, here's the calico-striped silk in black-and-white, with wee moss rosebuds in tiny clusters, and another in lavender with nosegays in self tone. All washable, and as dainty and pretty as the most costly and perishable waists, with their sparkling little buttons, and bows and touches of color at quaint and unexpected places.

We Have Secured the Surplus Lots of Two Makers of Umbrellas.—A bargain in good umbrellas is always a safe investment—for umbrellas are always needed, at times, by everybody. Hence the question of present requirements does not act as a bar when one can wisely save now for the sure-to-come need. So when we could affect a saving of a fourth to over half we were prompt to take the surplus lots—some 3,000 umbrellas—of two New York concerns, to pass the saving to Gimbel customers. All are new goods with numerous good styles in handles.

A Few Words About Correct Shoes for Children and Girls.—This is the place to start that baby of yours on the way to life-long foot-ease and shapely, well-formed feet. From the little soft-sole Moccasins at 50c to \$1.00, to the last pair of school shoes, every shoe here is the correct kind of its size, carefully planned and made with a view to the wearer's health, comfort and gracefulness of carriage.

Extra Sizes Plentiful in the Sale of Muslin Underwear.—Extra sizes in fact as well as in name—the kind you can trust to fit across the shoulders as well as in the armholes; no bagging belts and scant skirts, no lapping, neckbands and skimpy yokes. All good, carefully proportioned garments that lose none of their daintiness of trimming because of extra inches of material.

NOTES FROM NEW YORK

DEPARTMENT STORES DEVOTING MORE ATTENTION TO
IMPROVEMENT IN SALESMANSHIP THROUGH WELFARE
WORK—MACY'S REQUISITION FOR SHOW
CARDS—AUGUST FURNITURE SALES

F. F. Purdy

MR. KATZ, of Abraham & Straus, left for a western trip and will take in Chicago, Milwaukee and the Twin Cities, returning by the Great Lakes, and possibly visiting some of the big Lake cities on his way home. Though Mr. Katz is deservedly noted for his high class windows, which attract constant attention, even from the trimmers, he makes no secret of the fact that he wants to see what is being done out West. Mr. Katz is not through learning yet, nor are some of our best Manhattan decorators, who have paid Mr. Katz and his former assistant, Mr. Waldron, the Loeser decorator, the compliment of crossing the bridge and taking a look at their efforts.

TRAINING SALESMEN

The managers of department stores are wisely devoting much more attention to salesmanship, and their relations with their employees. Under the auspices of the National Retail Dry Goods Association, an investigation of this class of subjects has been begun by Miss Elizabeth Gannon, a woman experienced in "welfare work," beginning at Buffalo, which is considered a favorable point for observation by reason of the strike occurring there some months ago, which was noted at the time in these columns. It is apparent to even a casual intelligent observer that of all the leaks in the complex administration of a department store, the greatest leak is in indifferent salesmanship. It is thought that this investigation may disclose a tendency toward a higher standard of salesmanship, or at least the pointing out of approved ways by which it may be reached. To an extent through this higher standard may perhaps be attained a better requirement in intelligence, attitude and physique, coupled with the higher wage that these qualities would demand. In some of the popular price stores it would appear, from the age and lack of virility of numbers of the girls that the store system was in danger of breaking down entirely in robust and coherent efficiency. An intelligent, healthy, well-trained girl should be able to earn a living wage, and there should be, in the interest of profits and merchandizing, a standard of health, efficiency, and even average sales in the girls, a leveling up of wages and the dropping entirely of many who are not adapted to the work. It is a great problem, into which other things enter besides wages, age and hours, even, and a number of our department stores have made a start in several ways in dealing with

it. Right now the idea of Bloomingdale Brothers in co-operating with their saleswomen in maintaining a vacation home is the most seasonable plan that comes to mind. This vacation plan of the Messrs. Bloomingdale has been in force for many years.

REQUISITIONS FOR SIGNS

Some time ago we illustrated the method of R. H. Macy & Co. in the matter of requisition of signs. It was a good method, but there was evidently room for improvement, and we reproduce herewith the new form of requisition, which has just gone into effect. The various spaces will be noticed. "If goods are advertised," of course the signs are

DEPARTMENT NUMBER	REQUISITION FOR SIGNS <i>The following signs are needed in my Department. Spelling and description "O. K."</i>	TIME ORDERED:591....O'clock
3709	Hand this REQUISITION to YOUR AISELMANAGER	
IF GOODS ARE ADVERTISED CHECK HERE	WRITE PLAINLY PLEASE	
TOTAL NUMBER OF CARDS		
IF BOTH SIDES OF CARDS CHECK HERE		
IF RUSH GIVE REASON HERE		
BLACK		
GOLD		
GRAY		
SPECIAL		
2x2		
3 1/2 x 5		
(1 1/2) 7x11		
(1 1/2) 14x22		
	If you say "Price Elsewhere" — you will be held responsible for truth of your statement. If you say Macy's "Price was" — be sure you give the exact price from which the article is reduced.	
	TO BE KEPT BY THE AISELMANAGER Decipher this card for signs ordered on requisition corresponding to this number.	
3709		
DEPARTMENT NUMBER	Signs ordered between 6.00 and 6.30 a. m. will be delivered on closing time of the day received, together with time ordered between 6.00 and 6.30 P. M. of the day preceding. Requisitions will not be received at the Sign Office on any other time with the exception of those marked "Rush" which will be received, not made at any time. Rush Signs must be O.K'd by the Buyer or Assistant Buyer. Signs for Sunday Ads must be ordered before 12 noon of the preceding Friday. Do not order "Sunday Special" signs for they will be sent promptly to departments without order. Rush signs must be signed by the Buyer or Assistant Buyer.	TOTAL NUMBER OF CARDS
DATE		

rushed. Rush signs must be signed by buyer or assistant. The signs in black are uniform, for bargain tables. The gold signs are for cases or windows. Note statement: "If you say 'Price elsewhere, —', you will be held responsible for truth of your statement." Thus the exactness of the facts is put squarely up to buyers of the various departments. Consumers do a lot of shopping, and every time they recognize the correct "price elsewhere," they have another evidence of the veracity of R. H. Macy & Co.

Another kind of a sign was in Macy's windows

A KOESTER STUDENT WINS IN



Arthur Wm. Merry

The Window Contest

of the

Clothier and Furnisher

THE window trimming contest held recently by The Clothier and Furnisher brought well deserved honors to Arthur William Merry, trimmer for the Braman Clothing Company, Denver, Colorado. The prize was a handsome gold medal which has been given to Mr. Merry. It is illustrated here.

The winner of the contest has had a short, but extremely successful, career in the window trimming field. A few years ago he took a course of study in the Koester School. Previous to this time he had had no experience as a window trimmer, but his talent soon developed, and after a course of five weeks' study he was able to take the position he holds today and "make good."

He had the good fortune to win first place in the Merchants' Record and Show Window Contest held November, 1912.

Probably the most interesting thing about Mr. Merry's success is the fact that he had no previous experience in window trimming before he took his five weeks' course of study at the Koester School, demonstrating that rapid development and progress can be made in window trimming and card writing by proper instruction, thus saving many years of preliminary work in a store trying to learn through store experience.



Prize won by Arthur
Wm. Merry



Display by Arthur Wm. Merry

Mr. Merry says—

I owe every bit of success there has come to me to the Koester School. When I realize that I came to the school with absolutely no experience and in less than two years am winning prizes in competition with trimmers of national reputation I feel your school must be given the credit.

Join the ranks of Prize Winning
Koester Men

\$50⁰⁰ in Prize

The Koester School will give a \$50.00 Post-Graduate Course free to the Koester man who wins most points at the contest held at the Window Trimming Convention, August 4, 5, 6 and 7.

Enter Any of the Classes Now

Prepare yourself for the coming Fall and Winter and Xmas work. We teach you just what you need most. Add all the new things to your repertoire.

Don't delay another minute—write today

The Koester School 304-306-308 W. Jackson Boul.
Chicago, Ill.

The Koester School Originates Another New Drape

The Peacock Drape

This is, without doubt, one of the most practical draping ideas ever originated. The Peacock typifies Fashion and thus serves as a most appropriate form on which to show beautiful fabrics. This drape also has the advantage that it is easy to make because the lines of the form lend themselves naturally to easy draping. We have a great variety of unusually beautiful drapes that can be developed in this Peacock style.

The Koester School Has
Originated All the Most
Successful Drapes of the
Past 10 Years.

Here are a few of them: Empire, Princess, Sheath, Directoire, Panier, Hobble, Mermaid, Mummy, Live Model, Cube Form Drapes, and now the Peacock Drape. No window trimmer is an expert unless he knows the Koester System of Draping.



last month, one in each window, announcing the July clearance sale. The big sign emphasized the Macy buying resources, the usual low prices, and the fact that those prices were cut for the sale. At Gimbel's there was a sign of similar size used for the Gimbel July sale, headed by a fat and jolly old fellow who was regarding the Gimbel bargains with satisfaction. July is as big a clearance month as usual, preparatory to inventory, in all the stores. Manufacturers' salesmen welcome the approach of August, for their sales are small in July, as department buyers are holding down their purchases as much as possible.

TICKETS FOR SALESMEN

Speaking of manufacturers' salesmen, we came across one of the cards that the visiting salesmen make out when they go to Stern's. The pioneer in systematizing the reception of salesmen was Hearn, whose system for getting a prompt answer or audience for them was much appreciated by the drummers. Stern's now has an equally good system, with a card which even has a stub, numbered, which the salesman can detach and easily investigate in case of any question, referring to it by number at the office to verify any statement he may make.

FURNITURE SALES

The next event for which decorators and department store managers and buyers have prepared is the "August" furniture sale. We use the word "August" in a slightly Pickwickian sense, for although this function is known as the August furniture sale in the trade generally, the number of houses who adhere strictly to the calendar are becoming fewer. Some houses hold a July furniture sale. Frederick Loeser & Co. bought the furniture stock of the old house of Sheppard Knapp & Co., and featured it strongly, beginning with July 1, when nearly a dozen houses "started something" in furniture. So the emphasis upon the furnishings of the home will be continued practically for two months with little intermission. Carpets and upholstery goods feel the effects of all this agitation. There is more furniture sold in the fall than in the spring in New York, which experience is at variance of that of the larger part of our country, where spring is the most active season. The furniture sales have their work for the decorator, with the arrangement of inside example rooms, as well as windows, like the "House Palatial" at Wanamakers and "The Ideal Home" at Gimbel's. Then the special advertising, and handsome display cards afford wide scope for the advertising man. The English styles, especially the Adam, are in special favor at present. There is no question but the chaste and beautiful mahogany pieces in which these suites are made are the quintessence of good taste. Oak is equally suitable and fully as popular

among large numbers of people, and the finer suites for the dining room are largely in some of the styles of the early English periods like the Elizabethan or Jacobean. Carving has been going out of vogue, although one house is "trying on" a dining suite with sideboard having a wide carved panel showing the Puritans going to church with gun in one hand and Bible in the other, with the little chapel in the distance—the whole handsomely and most effectively carved. In a panel below—a smaller one—low, in front, is a panel showing the Mayflower approaching Plymouth Rock.

A BATHING SUIT DISPLAY

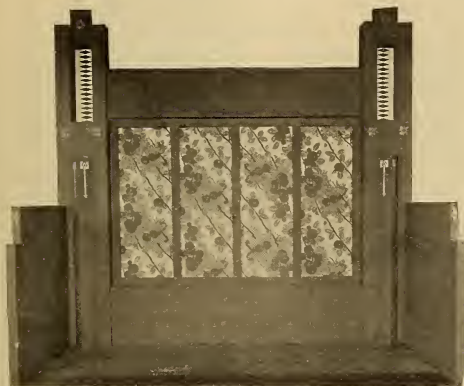
"The water is fine. Bathing suits, 2d floor," was the wording of the little card on the little space say 2 by 3 feet in a Gimbel window. This tiny space—whatever the exact size—was but part of a much larger space in which it was lost, and which was devoted to something else. But the large space was lost—not the smaller one. The bathing suits were shown on the tiny thingumbobs—mariottes, are they not—that are bobbing up every once in a while. The daring attitudes of the Lilliputians, and the brevity of their apparel attracted a great deal of attention, and a notice nowhere near as unfavorable as the same clothes and attitudes in full size figures would have received. It was a look and a laugh on the part of hundreds. The little people were promenading on a patch of real sand, and the bathing suits were advertised fully as strongly as though a great window full of the suites had been employed for the purpose.

SUFFRAGETTE SKIRTS

We hear from one prominent house that the suffragette skirt with pockets is "the latest." But the rather surprising news to some will be that at this writing—not at the time you read this, of course—the real trend of Paris styles for fall are not out. The leading Paris houses wait until as long as possible, so as to give no hint to waiting outside competitors regarding the new things they will bring out.

Mr. Frankenthal will have fine quarters in the new addition to the Altman store when completed. One room will be carpeted and appropriately furnished, devoted entirely to drapery work. The department of decoration will be under the windows, on the Madison avenue side. Work of tearing down the buildings on the remainder of the full Altman block has been begun, and it is figured that the addition will be completed before Easter. The first five stories of the entire building will be devoted to selling, with offices and new features in the upper stories. It is now decided that there will be 25 show windows in the whole plant, including two entrance windows.

ECONOMIST INSTRUCTION IN DISPLAY MANAGING



Photographic reproduction of the completed booth built from the sketch under Mr. Smith's supervision. A striking impressionist design N. A. W. T. of A. Convention Booth 32.



Sketch of Economist Training School Booth No. 32 originated by G. A. Smith, for the National Association of Window Trimmers' Convention, Chicago, Aug. 4, 5, 6 and 7.

Put Your Ideas On Paper

Mr. Display Manager: You should know how to sketch your ideas on paper, as by this method you can forcibly present your plans to the proprietor or anyone interested and thereby more readily secure the financial appropriation necessary to carry your ideas to a successful issue.

How to inexpensively sketch and build artistic and practical decorative ideas is an important feature of Economist Training School instruction. The work is personally conducted by a man with years of practical store experience, Mr. G. A. Smith, formerly Display Manager for A. T. Lewis & Son, Denver Colorado.

Mr. Smith sketches no ideas that he cannot carry out in a practical way, and often at very little expense. (Note the booth design at the top of this page.) He knows where every detail in the decorative material construction can be purchased and how it should be applied. His instruction includes practical ideas for the following:

Window backgrounds; store columns; store ledges; plateau fixtures; window dividers; store floats; interior and exterior trimming of booths; decorating automobiles, etc.



Draped without cutting the material by C. J. Nowak suggesting the style tendencies for Fall.

Learn Correct Style Draping

Aside from our regular instruction staff, twenty men lecture to the students covering about thirty important retail subjects.

We not only explain the fashion tendencies in our lectures, but Mr. Nowak also shows with actual demonstration of the merchandise, how the draping of dress goods can be practically and artistically arranged to conform with the style development.

Mr. Nowak will demonstrate a few of the fall drapes, over new forms which he has originated, at the Canadian Window Trimmers' Convention in Toronto, August 13th, 14th and 15th.

New York is the style center of America and the semi-annual Economist fashion events portray only one of our many exclusive advantages for complete Mercantile instruction.

All of our courses, Advertising, Display Management, Salesmanship and Show Card Writing, are designed from a practical standpoint.

Our free book explaining each branch of instruction on request..

ECONOMIST TRAINING SCHOOL 231 W. 39th Street
NEW YORK CITY

For Our Advertisers

L. Elkan in Europe

With the view of keeping in closer touch with the European markets and supplying their trade with the very latest products at all times, the Botanical Decorating Company of Chicago has taken an important step in connection with its European buying. Instead of going abroad once a year as was formerly the custom, the buyer will visit all of the principal market of Europe twice each year. This will insure the American decorator getting the latest decorative designs when they are new.

Mr. L. Elkan of the Botanical Company left during the latter part of August and will spend two months visiting the best manufacturers of France, Germany, Bohemia, Austria and Italy. Mr. Elkan is well known to decorators all over the United States having traveled for the Botanical Decorating Company for a number of years. His intimate knowledge of American window dressers and their needs will enable him to select the kind of goods that will meet with the approval of the most discriminating. Arrangements have already been made with a number of high class factories whose products have heretofore been sold exclusively in Europe. In the future, the Botanical Decorating Company will take over the entire output of several of the most famous artificial flower makers of Europe. Before leaving, Mr. Elkan stated that he expected to send back for the Christmas and spring seasons the finest line of novelties that have ever been brought to this country.

Embossed Show Cards

Recently there has been placed on the market a device that will prove of interest to every user of show cards. It is called the "Sarco" Card Embosser and is a simple but highly efficient machine for the rapid duplication of show cards and price tickets without the use of ink or paint of any kind.

The "Sarco Card Embosser is unique in construction and turns out remarkably attractive cards with very little effort. The cards are inserted into the machine together with a strip of colored paper and then by pulling over two levers the letters are cut out and embossed onto the card in a single operation. The appearance is clean cut and the letters being slightly higher in the middle, catch the light rays and make a strikingly attractive effect.

Once the machine is installed all the materials required are the cards and strips of colored paper that cost practically nothing. Show cards and price tickets can be produced in a few minutes in any style of wording or color combination at practically the bare cost of the cards. These machines are being used to a considerable extent by a number of the high class stores of New York and other cities. They are being adopted rapidly because of the high class work turned out and the small expense of operation. This interesting and useful machine is made and sold by Sanders, Rehders & Co., Inc., 116 Broad street, New York. George H. Burke, 1785 Old Colony Building, Chicago, has been appointed Western representative of this firm. Mr. Burke reports many sales made among high class stores.

Wonderful Growth

That the thousands of stores using wax figures for display purposes are realizing the need of a practical cleaning and retinting outfit is fully shown by the remarkable growth of the Harrisburg Wax Figure Renovating Company, 335 Crescent street, Harrisburg, Pa. During the past two months this concern has been taxed to their utmost capacity with orders, necessitating the enlargement of their assembling department, also their shipping quarters.

To their already popular French Dry Powder Method they have added a new French Oil Finish outfit which is meeting with tremendous success. During their July business their foreign orders embraced Italy, Denmark, France and other important countries. With their new

oil finish outfit they include the complete formula of all materials used with full directions how to prepare it. Display managers and merchants desiring to care for their own wax figures should get in touch with this progressive concern. Their 16-page catalog is brim full of interesting facts. Its free.

Fall Flower Book

An exceptionally interesting book on fall decorations for windows and interior has just been issued by the Schack Artificial Flower Co. of Chicago. It is called "Schack's Fall Flower Book" and is beautifully printed by the duotone process on tinted stock. In size this book is the same as "Schack's Floral Parade Book," being 14 by 21 inches in size with 20 pages and about 300 fine illustrations showing many of the new floral units that have been so popular for the last year or so. The new units are different from any that have ever been shown before. Some of them show floral arrangements on high stands of new design, others are made over benches. One feature that will interest every live decorator is a remarkably fine collection of floral baskets that will make an artistic addition to any display. All of the units are accompanied by directions as to the flowers to use, the cost, etc., so they can easily be reproduced by any window trimmer.

In addition to the units, the new book contains a splendid collection of new flowers, vines and foliage designed especially for the coming season. It is safe to say that every decorator who see this handsome book will get from it many valuable ideas. It will be sent to any address upon request and it certainly should be in the hands of every decorator.

Clerks Must Read Ads

IT IS a general custom in big stores, and little ones too for that matter, to require all salespeople to read the daily advertisements and inform themselves as to what is being offered. In few stores, however, is there any definite system for enforcing this requirement. Salespeople are told that the advertisements must be read but there is no definite way of knowing whether or not this is done. Mandel Brothers of Chicago have hit upon a simple scheme that insures the reading of advertisements by clerks and others.

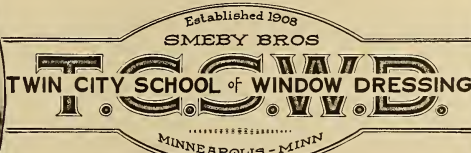
Every floor manager receives copies of morning and evening newspapers and clips from them the Mandel advertisements. These are then read and signed by every salesperson in the section containing the merchandise that is advertised. In addition to this the floor managers keep copies of the day's papers for consultation by buyers, assistant buyers, customers, and salespeople whenever occasion arises. The value of reading all of the store advertisements and those of other stores as well is also pointed out.

§ §

IT REQUIRES but a little carelessness to spoil the effect of a window display; a stand tumbled over, a dirty show card, foot prints on the floor—these and endless other little things should be carefully guarded against. After the trim is finished it is a good idea to step in front of the window and look it over carefully for small defects.



Lars Smeby



15-17 South Seventh Street



Martin E. Smeby

Choosing A School

When a young man has determined to attend a school of window dressing, he is confronted by a most important question, and the measure of his success will depend to a large extent upon the way this question is answered. The question is—What school shall I attend?

It is our honest belief that the Twin City School offers the student more advantages, more thorough and practical training and a better opportunity for success in a big way, than any other school of window dressing. This belief is not the result of undue confidence in ourselves. It is based upon the records of the school and the experience of students who have attended it. It is furthermore based upon some very practical reasons that we believe every one will appreciate.

The Instructors.—In the first place, the Twin City School is owned and operated by the men who founded it, and who are the instructors. It is only natural that the Smeby Brothers should feel a greater interest in their students than would be felt by a hired instructor. The Smeby Brothers are practical window dressers whose reputations have been made through their work in the windows of big, high class stores. For many years their displays have ranked with those of the best men in the profession. They fully understand from experience the character of the work required of the first class store decorator, and that is the kind of work that is taught students in the Twin City School.

Practical Instruction.—The Twin City School is not a school of fads. No time is wasted in teaching the student some freak of fashion that may run for a few weeks and then be forever forgotten. Real window dressing is not based upon these passing freaks and it is better for the student to concentrate his efforts in learning the real fundamentals of the business. The principles taught in this school are permanent.

Students Given More Attention.—The Smeby Brothers prefer to teach a moderate number of students thoroughly rather than a large number indifferently. In handling a class, the instructor's time is naturally divided by the number of students. Any one will see the advantage of being one of a class of ten rather than one of a class of thirty or forty.

Twin Cities, a Window Trimming Center.—The Twin Cities, Minneapolis and St. Paul, rank with any city in the world in the matter of window display. In some of the other great cities there may be three or four stores that are noted for their displays but the rest of them are more or less commonplace. In the Twin Cities all of the big stores make high class displays and it is generally conceded that the average standard of display in Minneapolis and St. Paul (combined) is higher than in any other city of as great a population. The student of the Twin City School therefore has an opportunity to study really practical, high class windows to a better advantage than in any other city.

Our Successful Students.—But the real measure of any school lies in the success of its students and judged by this standard, the Twin City School deserves the highest rank. Of the hundreds of students graduated from the school since it was established five years ago, practically every one has made a big success. Perhaps you know some one who has attended the school. If you do, ask him about us. If you know of no student we will be glad to send you the names of hundreds who will tell you that this school was the foundation of their success.

Vacation Courses.—The short Vacation Courses in the Twin City School are wonderfully complete and thorough. As in all other classes, the instruction is individual so the student may take up any branch he desires. The student will be surprised to discover how much he can learn in a short time in one of these classes.

Sending for our catalog is the first step toward a better position—send for it now while you are thinking of it.

TWIN CITY SCHOOL OF WINDOW DRESSING
15 and 17 South Seventh Street MINNEAPOLIS, MINN.

SCHACK'S Fall Flower Book

20 Pages 21 x 14 Inches — Over 300 Illustrations

The Greatest Book Ever Issued by a Dealer in Artificial Flowers

THIS book on window and store decoration is by far the best we have ever published. It is filled from cover to cover with new and attractive ideas for Fall decorating. For months the artists in our special designing department have been busy creating the new decorative schemes that appear in this book, and which will appear later in the windows of good stores all over the country.

All of the suggestions offered in this valuable book are practical. Every one of them has been actually carried out to the smallest detail in the windows of our display room. By following the simple directions given in Schack's Fall Flower Book, you can get the same beautiful effects in your own windows at a small cost. The following are some of the features of this splendid new book:

Floral Units You know what Schack's Floral Units are. This book contains many that have never been shown heretofore. They were designed and made up in a new style of decoration that will appeal to the most critical window dresser. Every decorator should look over these new units before planning his fall displays. Each is accompanied by directions for making.

Floral Baskets We have a splendid collection of specially made art baskets in a great variety of designs. These we have filled with artistic arrangements of flowers and foliage in different combinations that will offer many welcome suggestions to the decorator who is looking for ideas.

New Fall Flowers Our line of fall flowers this season is the best we have ever offered. Not only is the variety greater but the designs have been improved upon wherever that has been possible. We believe that it is impossible to produce artificial flowers that are more beautiful than those listed in our new Fall Flower Book. Yet our prices are about half those charged for imported flowers.

Foliage and Vines We specialize on foliage and vines and our line embraces many designs that are our exclusive productions. Among them are included many new and remarkably fine examples of natural preserved foliages. These are the best goods obtainable made up in our own original designs.

Decorative Shades Schack Shades have long been recognized as the most artistic on the market. We have hundreds of different designs varying from the simplest to the most elaborate. Among our big collection you can find just what you want to finish off any scheme of decoration.

Papier Mache We have a very complete line of papier mache decorations including urns, vases, figures and other decorative pieces. All of our papier mache is the best quality and the finish and design cannot be surpassed. You will find that our prices are most reasonable.

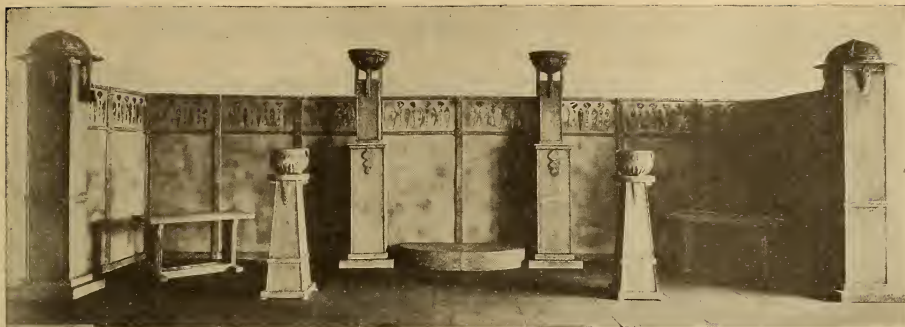
Miscellaneous Supplies We regularly carry a large variety of miscellaneous supplies that every decorator needs but often has difficulty in finding. This includes our famous Rock Crystal, Special Background Paint, Lattice Strips, Decorative Papers, Dowel Sticks, etc., etc. No matter what you want for the decoration of your windows, we have it or will get it for you at the lowest price.

Schack Service The services of our special designers are always at the disposal of any of our customers who may need them. Without charge, we will prepare sketches and submit practical suggestions as to the best manner in which to handle any desired scheme of decoration. Just send us the dimensions of your windows and give us an idea of how much you want to spend on them, and we will do the rest.

Write Now for Schack's Fall Flower Book

Don't postpone writing for this splendid book. It will only take a minute of your time and a postal card. Sit down and do it now while the matter is fresh in your mind. Whether you use Schack flowers or not you will find this book a great help in designing your fall windows.

The Schack Artificial Flower Co., 1739-41 Milwaukee Ave., Chicago



Our New Display Room

We now have the finest artificial flower display room in the world and our line of Fall flowers and other decorative materials is magnificent.

At the top of this page is shown one of the window settings in our show room. This beautiful setting was built throughout by our designers from materials we regularly carry in stock. The lower picture shows the same setting decorated with our flowers and foliage. This design was used as our booth at the Window Trimmer's convention. At the sides are shown two of our many new floral units.

YOU can get results as good as these if you will use our goods.

Visit Our Display Rooms

and get the latest ideas in window decoration—we will be glad to show you the new goods.

If you can't come, send for our new Fall Flower Book, the best ever issued by a flower dealer.

It is free for the asking

Schack Artificial Flower Co.
1739-41 Milwaukee Ave., Chicago





The NUWAY INDISPENSABLES are Fixtures

to suit to improve your windows, and to increase your selling power. Handsome enough for the handsomest windows, yet moderate in price. Equally adaptable to the stocky as well as the artistic windows, and always ready for instant use. Sixteen different settings can be made on the circle alone. And every setting a new setting.

18 sections for every use in every store—\$35.00. This set makes:
6 tree fixtures, 6 dress fixtures, 6 la. art fixtures, 6 blanket fixtures, 6 drap-
ing fixtures for yard goods with 25 changes, 6 pedestals, 6 tables, 6 art
goods fixtures, 6 curtain or drapery fixtures. For showing:
art goods, lace curtains, china, cut glass, blankets, comforts, linens, bed-
spreads, silk and dress goods, books, notions, drug sundries, stationery,
men's furnishings, lace, embroideries, jewelry, gloves, ribbons, art
linens, hosiery, shoes, ladies' mullin and knit underwear, ladies' and
junior dresses, corsets, pictures, draperies, rugs, etc., without limit.

Merchants use the two half circles, joined, as a bargain table.

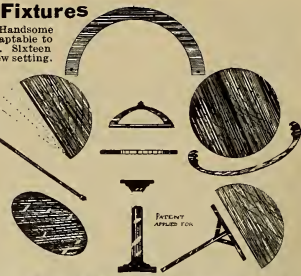
Let us help you to a full attraction for your windows or interiors.

We are the designers of "Around the World With the Velvet Grip,"

"Dixie's Gift to the Union," and many other noted pieces.

When the big store trimmer formulates his ideas for his big events, he passes them over to his artist for perfection; who in turn, sketches them out on paper in detail. Any one can build from these sketches and details. Let our artist look up this data for you. Our background and interior ideas are snappy and original, and are complete with full details for construction, or we will build and ship ready to set up. Let us send you a picture of a display which won \$50.00 in a window trimming contest, and in which "Indispensables" alone were used. Testimonials from America's best stores and trimmers upon application.

Further particulars upon request.



DAVID B. CHAMBERS, Des Moines, Ia.

Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal.*

Illustration shows actual size
of three smallest widths—made
in six sizes up to 5-8 in. wide.

Also made in Pure
Ox Hair, Pure Red
Sable Riggers, with
fine square points.

Special Brushes
For the Show Card
Writer, Coast Dry Colors
ready for use, add water
only.

Send 4c in stamps
for our catalog ue.
Now ready.

J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK.



Business Promotion Through Trade Press Efficiency

is to be the keynote of the most notable gathering of technical, class and trade journal editors and publishers ever held in America. No live manufacturer, sales manager, advertising man, trade paper editor or publisher can afford to overlook this

Eighth Annual Convention of the Federation of Trade Press Associations in the United States at the Hotel Astor, New York, Sept. 18, 19, 20, 1913

Two sessions will be held daily. There will be editorial, circulation, advertising and publishing symposiums under competent leaders. Many of the leading editors, business managers, buyers and sellers of advertising, and authorities on modern merchandising methods will take part. On Friday afternoon, September 19, there will be a mass meeting with addresses by representative business and professional men on subjects of timely interest to editors, publishers and advertisers. Distinguished guests and worth-while speakers will be at the annual banquet, which will be made a memorable social occasion. No matter what may be your connection with the trade journal field, if you are interested in the idea of business promotion through trade press efficiency, if you believe in business papers for business men, you will be welcome at all sessions.

Full information may be obtained from
The Committee of Arrangements

WM. H. UKERS, Chairman, 79 Wall Street, New York

The Federation of Trade Press Associations in the United States
H. M. Sweetland, Pres., New York E. C. Hole, V. P., Chicago
Edwin C. Johnston, Secy.-Treas., New York

Turn to Page 96 of this Issue

Show Card Writers Supplies

Transparent Show Card Paper, French Riggers and
Ox Stroke Brushes, Card Board, Dull and Glazed
Oil Cloth, Inks and Air Brush Colors.

N. GLANTZ, 22 Spring Street, New York

SEND FOR 1913 ILLUSTRATED CATALOG.

STORE MANAGEMENT—COMPLETE

16 Full-Page
Illustrations

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to Retail Advertising Complete
\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW

JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

MERCHANTS RECORD AND SHOW WINDOW
Book Department. 431 So. Dearborn St., CHICAGO

272 Pages
Bound in Cloth



The Consumer Buys Where He Finds the Best Service

*Have You a
New Way Store?*

WHAT constitutes Service in the mind of the Consumer?

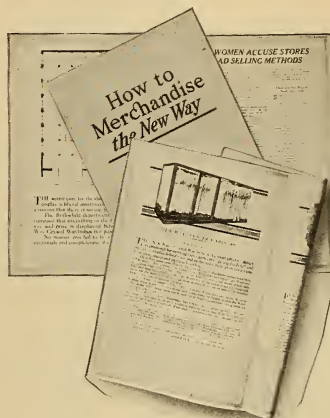
Range and assortment are factors, of course. Price and the value he gets for his money are important. Advertising will bring him to the store to see the goods. Just whether the prospective customer becomes a *purchaser* or not, depends on the way the merchant displays his stock, and treats the customer inside the store.

In the face of competition, there are New Way merchants who are increasing their trade 25 to 50 per cent.—in individual instances as high as 70 per cent.—within a year after installing New Way methods and equipment.

The New Way is *the* successful merchandising practice today. It is fundamental, because it is the efficient means of bringing the customer into contact with the goods: showing the line to advantage: handling the goods as they ought to be handled: saving clerks' time and labor: increasing the percentage of sales and conserving the profits.

There are nearly *three thousand* New Way Merchants. If you want to know what they are doing and how they are doing it, read the book, "How to Merchandise the New Way"—a practical treatise of modern retail merchandising. Forty-eight pages: large folio: fully illustrated with store plans, interior views and New Way Equipment.

Send us your name on a post card today and we will mail you a copy, FREE. Address Dept. S.



Grand Rapids Show Case Company

*The Largest Show Case and Store Equipment Plant in the World
(Licensed under the Smith Patents)*

Grand Rapids, Michigan

Show Rooms and Factories: New York, Grand Rapids, Chicago, Boston, Portland

ONE DOLLAR FOR AN IDEA is a small price to pay, if the idea is a good one.

My **PORTFOLIO** of **SKETCHES** contains twenty-two ideas—good ones too—of **DECORATIVE SCHEMES** for the Show Window.

All of these **SKETCHES** are carefully drawn and detailed descriptions accompany each **SKETCH**.

One well known Window Trimmer writes: "Any one of the **SKETCHES** is worth more than the price of the **PORTFOLIO**."

Before planning your **FALL OPENING WINDOWS** you should get a copy, which will be mailed postpaid to **YOU** on receipt of **ONE DOLLAR**.

I might say more about the **PORTFOLIO**, but talk is not so cheap when you are using space like this to do your talking in. I've talked a lot in the **PORTFOLIO**. Get a copy and see for yourself.

M. P. STAULCUP

35 West 39 Street
Commercial Engineers Bldg.
NEW YORK

Manager Window Display Adv.
Burson Knitting Co.



A new, original and effective
paper for artistic window
decoration

Use it for your

Fall Opening Windows

¶ The most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames.

¶ In stock in convenient size in many different colors and patterns. Write for samples.

¶ Recommended and endorsed by Mr. M. P. Staulcup in his portfolio of sketches and descriptive backgrounds for the show window, etc.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.



STRIKING BACKGROUNDS

Are the key to attractive windows.

Send for Descriptive Circular about our artistic fall Scenic Paintings.

We make effective Air Brush Cards, too. Write for prices.

BERT L. DAILY

of Dayton, Ohio

Dept. E-8

Merchants!

Here are two swell window displays that will attract business. Either set will make a complete display for either a 6 or 8 ft. window, and with the addition of a little plush, you will have the classiest millinery windows in your town.

We are experts in business building through window displays. We have fitted out some of the finest millinery shops in America. Our displays attract attention and get the business for you. For the small investment for these two sets, you'll get the biggest returns. Order either one or both sets today. Our fixtures are classier and our prices are lower than any house in America. Be sure to state the exact finish you want. See finishes below.



Set No. 1201 A very clever millinery display set, complete for 6 or 8 foot window. Set 1201 consists—

1 Millinery Stand.....24 in. high 3 Millinery Stands.....42 in. high
2 Millinery Stands.....30 in. high 2 Millinery Stands.....48 in. high

Price for complete set, \$12.00

STATE FINISH WANTED—Mahogany, Early English or Mission Brown

Write for our Complete Catalog—it's free

POLAY FIXTURE SERVICE

HOME OFFICES: 612 MEDINAH BUILDING, CHICAGO, ILLINOIS

Either set will enable you to make a number of tasty, attractive trims. One trim will suggest another. Window exhibits are the connecting link between the inside and the outside of your store. The wise milliner pays deep attention to window effects.

If you wish us to suggest other trims for you, write us, and at not one penny cost to you, we will study out some striking effects. Simply let us know the size, height and depth of your windows and we will do the rest.



Set No. 1202 Exquisitely ornamented satin gold or satin silver finish fixtures. Can be washed. Last forever. Guaranteed. Most stunning millinery fixtures ever produced.

Set 1202 consists—
1 Plateau.....18x18 inches 1 Millinery Stand.....18 in. high
Removable Top for Finches 2 Millinery Stands.....24 in. high
Drapes.....12 inches high 1 Millinery Stand.....42 in. high

Price for complete set, \$18.00



Indirect Lighting Fixture

We manufacture composition bowls and also furnish interior equipment such as reflectors, sockets, etc.

TOGNARELLI & VOIGT COMPANY

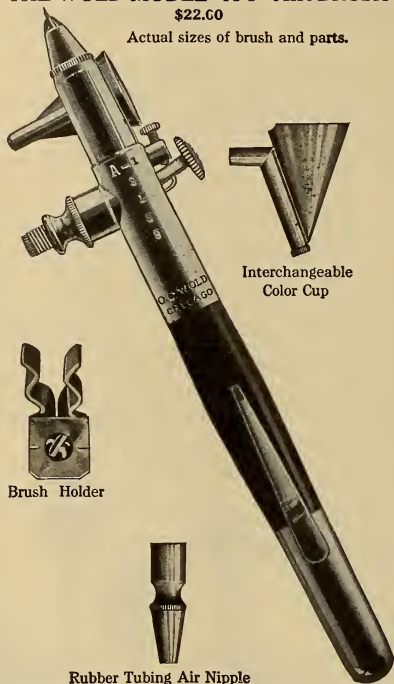
1745 North 12th Street

Philadelphia

THE WOLD MODEL "A-1" AIR BRUSH

\$22.00

Actual sizes of brush and parts.



Brush Holder

Rubber Tubing Air Nipple

We will award the Air Brush illustrated above for the best Air Brushed cards at the Window Trimmers' and Card Writers' Convention in August, 1913, as in previous years.

Send for illustrated price list of other types of our Air Brushes

THE WOLD AIR BRUSH SHOP

716 W. MADISON ST.

CHICAGO, ILL.

**STORE OIL CLOTH
STOOLS RACKS**

Store Display Fixtures
BRYAN NOVELTY MFG. CO., Bryan, Ohio

**BICYCLE
Rolling Ladders**

are made in many styles and
to fit all kinds of shelving
Send for catalog giving
full description and prices

**THE BICYCLE STEP
LADDER CO.**

61 W. Randolph Street, CHICAGO, ILL.

**"SPHINX" SHOW CARD
COLORS**

F. W. & CO.'S

Card Writers'
Brushes

ARE

"BRUSHES OF
QUALITY"



TWELVE
PERMANENT
BRILLIANT
OPAQUE
QUICK - DRYING
COLORS

Write for
Catalogue of
Brushes
and Colors

**"Everything for the Artist in All
Branches of Art"**

MANUFACTURED BY

F. WEBER & CO.

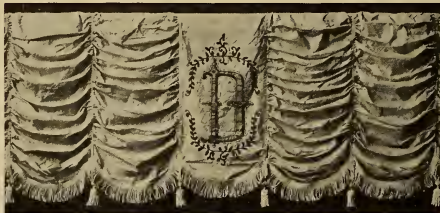
ESTABLISHED 1854

Parent House and Factory

St. Louis, Mo.

PHILADELPHIA, PA.

Baltimore, Md.

**Show Window Shades
and Valances**

of our exclusive designs and make are the
most artistic and attractive obtainable.

Puffed Linen Shades

and Valances (our designs) give an individuality and finish to your show windows that make them far more effective than the windows of your neighbor.

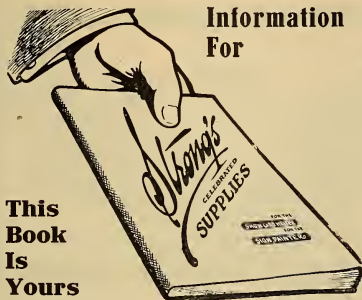
Our Puffed Shades and Valances received all the attention in our line at the big Chicago Convention. Recognized on sight as the genuine by discriminating men who know.

The Art Window Shade Company

2411 North Halsted St.

CHICAGO, ILL.

Write today for catalogue showing great variety
of styles and prices.



**This
Book
Is
Yours**

**Information
For**

SHOW CARD WRITERS

Hundreds of *free* copies of our new book have been sent out since our first "ad." appeared. To be sure of yours, write your name and address in the margin and mail now. Book will go forward by return post, all charges paid.

This is Strong's biggest and best book. Eagerly sought by leading show card writers each year.

268 Pictures of Brushes and Supplies

Tells you how to select and care for brushes of all kinds. Easily worth \$5.00 as a GUIDE to SAFE and ECONOMICAL BUYING.

Strong's Blue Handle Brand Brushes

Their use and care described. Each graded and numbered for quick, accurate guidance. The best card-writers use and endorse Strong's brushes and supplies. Each built to our exact specifications by the leading brush factories of Europe and America.

Quick action is necessary if you want a copy of the book.
A 2c stamp brings it.

Address CHAS. J. STRONG, Founder

Supply Department

DETROIT SCHOOL OF LETTERING
DETROIT, MICHIGAN

Largest dealers in Sign and Show Card Writers' Supplies

PICTURES and DESCRIBES

Blue Handle Brand Brushes,

Aqua Colors,	Ruling Pens,
Water-proof Air	Card-board,
Brush Inks,	Drawing Inks,
Card Writers' Outfits,	Palette Knives,
Compasses,	Border and Letter
T Squares,	Stencils,
Triangles,	Card-B'rd Cutters,
Text Books, etc., etc.	

High Class Show Cards for Every Store



Beautifully embossed show cards, produced in any desired color by the "Sarco" embosser. Cards that will lend character to your merchandise may be made quickly and easily without previous experience.

The "Sarco" Card Embosser

is a newly invented machine which embosses **paper** (gold, silver or any color) on to cardboard producing absolutely perfect cards at the bare cost of material. No ink, paint or oil color used. Write for sample card and see how beautiful YOUR show cards might be.

**Sanders, Rehders
& Company, Inc.**

116 Broad Street, New York

Western Office
G. H. BURKE 1785 Old Colony Bldg., Chicago



"Perfect Stroke" Brushes Scored Big Hit

At the N. A. W. T. Convention in Chicago a few days ago. Demonstration of their wonderfully clean-cut, neat, accurate strokes resulted in a flood of orders. Try a set and **you**, too, will shout their praises. Write for catalog.

Bert L. Daily of Dayton, O.

Dept. E-8



You may be greatly in need
of

**Decorative
Paintings,
Relief Ornaments,
Urns, Vases,
Pedestals,
Window Dividers,
Special Stencils,**

Decorative Platforms for
Shoe or Drug Store Displays.
Bench Tables for Clothing
Displays. Special Gold
Bronze and Liquid for Win-
dow Trimmers' use. Special
Designs.

Everything that you need can be
found in the Show Rooms or
Studios of

Bodine & Black

856 N. State St.
CHICAGO, ILL.

Phone North 4136

Designers and Manu-
facturers of Special
Complete Backgrounds
for Show Window.

Card Writers' Supplies

For everything in first class
materials—brushes, pens, inks,
paints, colors, etc.—we are

Headquarters

We are known everywhere as thoroughly
reliable. Our good reputation extends

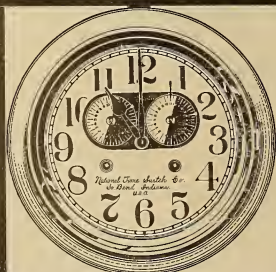
**North South
East West**

Wherever there are good stores and live up-
to-date card-writers and sign painters our
products are used and appreciated.

Send us your name today and
get on the list for our new com-
plete catalog and price list.

Address Dept. B

Wallbrunn, Kling & Co.
327-329 So. Clark St., Chicago



Reduce Your Light Bill!

Save current: operate lights automatically.
This Time-Switch puts system in your
window lighting. We ship it on approval.

Address

National Time Switch Company
South Bend, Indiana, U. S. A.

A Great Hit

Supplied to Mandel Bros. for their great Fall Opening



No. 5762.

Garland

made of natural Beech leaves covered with autumn shaded fireproof foliage and fruits. Illustration shows garland two (2) yards long.

Price complete each.....\$3.80
or per yard.....1.90

Beech Garlands may be had with fruit and foliage at per yard. .40



321

323

324

325

326

327

321	Wild vine, a beautiful autumn effect75	7.50
321A	Wild vine, the same in a larger leaf	1.70	17.00
323	Grape vine, in autumn shades70	7.00
324	Grape vine, in autumn shades, with 2 clusters of grapes	3.50	35.00
324A	The same vine, without the grapes	1.00	10.00
325	Grape vine, a beautiful large leaf, finely veined	1.00	10.00
326	Maple vine, in autumn colors	1.20	12.00
327	Oak vine, in autumn colors	1.20	12.00

NEW MAPLE VINE.
No. 5266. New Maple Vine, in Autumn colors.
Per doz. yds.....\$ 1.35
Per gross.....\$13.50

We beg to call your special attention to the HIGH GRADE of leaves used in our vines.

BEECH BRANCHES

Natural Preserved Fire Proof

Used extensively by the largest stores; one of the most useful commodities ever introduced. For Spring effects, Apple blossoms, or any other flowers, may be twisted into the branches and a most realistic effect produced.

In green or cherry red.....per 10 \$1.20 Per 100 \$9.00
In tan or red brown.....per 10 1.00 Per 100 8.00

BEECH GARLANDS

Natural Preserved



Over 30,000 square feet of floor space.
Full of stock.

Our Fall Catalogue, illustrated in colors, is the most complete and finest catalogue ever issued

L. BAUMANN & CO.

357-359 W. Chicago Ave.

CHICAGO, ILL.

BEECH GARLANDS

Very fine for backgrounds or interior decorations in yard lengths joined to any desired length and trimmed in any way with flowers.

Per yard.....\$0.45

Color green. Per 100 yards.....\$40.00

A Colossal Success { Complete Outfit for Cleaning and Retinting Wax Figures, Including Formula of All Materials Used

The only practical outfit assembled with which you can clean and retouch your own wax figures obtaining the same high class finish as executed at the factory. With our book, giving concise directions carrying the work through its consecutive stages, any display manager, cardwriter, or intelligent person can do this work very easily. Either outfit will effect a saving from \$2.00 to \$5.00 per figure.

Either Outfit. Real Oil Finish or the French Dry Powder Method

Includes enough materials to clean and retint 100 wax figures including wax arms and hands.

A complete equipment of necessary tools required for the work.

Book of instructions carefully explaining how to clean and retint wax figures.

Real Oil Finish Outfit. Ready for Immediate Use

Price for either outfit including the complete formula of all materials used.

\$5⁰⁰

The largest stores in all parts of United States and Canada have adopted these cleaning and retinting outfits. Meeting with satisfactory results.

Special Price Outfits

French Dry Powder Method

exactly like new. Full instructions are also included on the repairs of broken or damaged wax heads, arms and hands and resetting eyelashes and eyebrows.

With the outfit we include a complete formula of all materials used with full directions how to prepare them for use.

French Powder Outfit. Ready for Immediate Use



OUTFIT NO. 2—Complete formula with mixing directions, also our Book fully explaining how to clean and retint Wax Figures, etc., including full set of tools for this work. \$2.50

OUTFIT NO. 3—Same outfit as No. 2, but not including the tools. \$2.00

OUTFIT NO. 4—Complete outfit of materials, enough for 100 Wax Figures, including book of instructions fully explaining the work, also full set of tools necessary for this work, but not including the formula. \$2.50

OUTFIT NO. 6—Includes our book of instructions fully explaining how to clean and retint (oil finish) wax figures, with full instructions how to repair broken or damaged wax heads, arms, hands, fingers, also how to reset eyelashes and eyebrows.

A complete equipment of necessary tools required for the work.

Also a complete formula of all materials used with full directions how to prepare them for use. Price of this outfit \$3.00

OUTFIT NO. 7—Includes the same described outfit as No. 6, but not including the equipment of the tools. Price of this outfit \$2.00

OUTFIT NO. 8—Includes enough materials to clean and retint (oil finish) 100 wax heads including wax arms and hands.

A complete equipment of necessary tools required for the work.

Book of instructions carefully explaining how to clean and retint wax figures like new, with full instructions how to repair broken or damaged wax heads, arms, hands, fingers, also how to reset eyelashes and eyebrows. Not including the formula of materials. Price of this outfit \$3.00

Invented and sold exclusively by

THE HARRISBURG WAX FIGURE RENOVATING CO., 335 Crescent St., Harrisburg, Penn., U. S. A.

Send for our catalog. It's interesting.

COMPO-BOARD for WINDOW BACKGROUNDS PARADES, FLOATS, ETC.

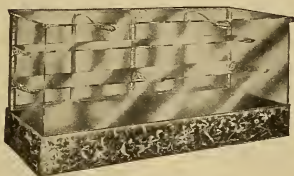


COMPO-BOARD ARTISTICALLY USED IN WINDOWS OF THE AUERBACH CO., SALT LAKE CITY, UTAH.

SAMPLE AND BOOK FREE. TELLS IN AN INTERESTING WAY ALL ABOUT THIS MODERN WALL BOARD

Northwestern Compo-Board Co., 1404 Lyndale Ave., No. MINNEAPOLIS, MINN.

No Danger of Breaking this case



Quincy "Special"

The double strength French plate glass is so well held together by our patent corner device that an unusual amount of strain can be brought to bear without danger to the case. Absolutely the best and strongest all-glass case made. Our special shelf brackets are designed to sustain a greater weight than usual. The mechanical arrangement is so simple that the cases can be cleaned with the greatest ease. The beautiful finish given to the quarter sawed oak makes the QUINCY CASES attractive and very serviceable.

Write for our Catalog with Prices that will appeal to you.

Quincy Show Case Works

QUINCY, ILLINOIS

CHICAGO, Jackson Blvd.
and Franklin St.

DALLAS TEX.
907 Commerce St.

WICHITA, KANS.
301 Beacon Building

PITTSBURGH, PA.
917 Liberty St.

JACKSONVILLE, FLA., 20-28 Julia St.

BEAVER BOARD



Beaver Board back-ground in the show-window of the Snyder Shoe Store, Cedar Rapids, Ia.

It Tempts You to Buy

That's the logical effect of this handsome window-display; and the beautiful background of Beaver Board sets off the goods to great advantage.

It is one of the most convenient and easily handled materials for the purpose and has a pebbled surface that is ideal for painting.

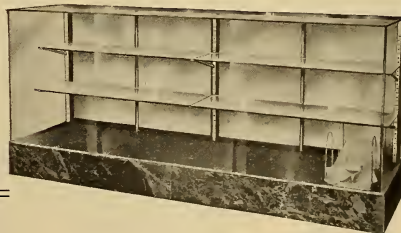
Write for free booklet, "Beaver Board for Window Trims."

The Beaver Companies

United States: 163 Beaver Road, Buffalo, N. Y.
Canada: 363 Wall St., Beaverdale, Ottawa.
Great Britain: 4 Southampton Row, London, W. C.



Trade Mark



The Silent Appeal

of your goods to the eye of the customer is stronger than any argument you can use in their favor. This silent appeal finds its best expression in the

Silent Salesman
TRADE MARK

REG. U. S. PAT. OFFICE

ALL GLASS SHOW CASE

This wonderful case has been proven by thousands of merchants to be the best trade booster you can possibly put in your store. It makes its appeal by its rich beauty, and because there is no frame, angle, screw, or clamp of any kind to interfere with a perfect view of the goods within. It allows a flood of light to fall on the goods from every direction.

Try it in your store. You will want more, after you have had your first one for a while.

We make both indoor and outside show cases. Our booklet, "The Value of Display," sent free on request.

DETROIT SHOW CASE CO.

Show Case Makers to Progressive Merchants
487 FORT STREET WEST DETROIT, MICH.
Get Our Book on Modern Store Front Construction

IMITATION

GRASS RUGS

ALL SIZES

Woven for window and interior decorations

American Rug & Radical Carpet Cleaning Co.

119-123 East 131st Street
NEW YORK

ADJUSTABLE WINDOW REFLECTOR FOR SHOW WINDOWS

Especially designed for use with the Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



The Midget Pad Garter

THE KADY SUSPENDER

Becomes a firm favorite with the wearer right away. He'll buy no other kind ever after. The KADY is the ONLY suspender with the correct principle of "give-and-take" in response to movements of body and shoulders.

THE DOUBLE-CROWN ROLLER
Let's the strap slide, not stretch. There's no awkward binding of shoulder muscles, no strain on the webbing or on the trouser buttons. Patent too strongly protected to be imitated with success. Easiest possible seller. Men of action prefer the KADY for work and sport.

Retails at 50c. and 75c. Prices in dollars, \$4.00 and \$4.25 a doz.

THE MIDGET PAD GARTER
Retails at 25c. To dollar, \$2.00 a doz.

Each pair guaranteed. Extra comfortable. Long wearing. Made in a variety of colors. Attractive store cards and signs free. Write to: Ohio Suspender Co. - Mansfield, Ohio
Makers of all kinds of Suspenders, Belts and Garters for Men

LEARN TO PAINT SIGNS and SHOW CARDS

THERE'S MONEY IN IT

I'll teach you personally—by mail—
Wonderful field—you'll succeed.
for both men and women. Easy terms. Thousands of merchants need help. Price Cards, Sale Cards, Window Cards, banners, signs, etc. are used in enormous quantities. Crawford B. C., writes, "Earned nearly \$200.00 since taking course." Parrott, Okla., says, "Earned several times cost of course since enrolling." Gold lettering on glass and wood, valuable feature of course. You learn everything from the ground up. When your course is completed you should be an expert. Knowledge of sign and show card writing helps you wherever you are. Thousands employ sign writers. Pay is good—work easy and fascinating—hours short.

EARN \$18 TO \$35 A WEEK

Many of our students now make more than this operating a business of their own. My instruction is unequalled because practical, personal and thorough. 20 years' experience as a sign writer back of the course. Natural talent unnecessary. **Earn while you learn.** Do practice work at reduced prices—help pay for course. Fritzer, Minn., writes, "Did job recently and got \$10.00, profit \$7.05. Just think—did this after only one lesson." We assist graduates to get positions. Write for large, complete catalog, pictures and testimonials of graduates, samples of work, terms, etc. Address me personally.

CHAS. J. STRONG, Founder
(Dept. 120) DETROIT SCHOOL OF LETTERING
DETROIT, MICH.

"Oldest and Largest School of its kind."

Get Our Prices on Window Decorations, etc.

We Guarantee to Save You Money

L. Schneider, Manufacturer and Importer, 6 Second St., New York

Fine Flowers for Fall

FALL will soon be here and we are ready for it with the finest line of flowers, foliage and other decorative material that has ever been offered the American window dresser. Most of our line was made to our order by the best manufacturers of Europe especially for this season, and represents the highest type of the flower maker's art.

In this splendid collection will be found the finest examples of all the old favorite flowers and, in addition, we have many new specialties that we are showing for the first time. Our stock is so large and the assortment so varied that we can satisfy the most critical taste.

Our buyers make two trips to Europe each year in order to insure our customers getting the latest and best ideas of the greatest flower makers in the world. That is the

reason we number among our customers the leading decorators of the United States and Canada.

The wonderful growth of our business in the past few years is a sufficient guarantee that our prices are as right as our goods.

You owe it to good merchandise to use good flowers in your windows and you will always find Botanical flowers worthy of the best merchandise. Our guarantee of satisfaction goes with everything we sell.

If you have used *Botanical flowers*, you know how good they are and it is only necessary for us to say that our fall line is the best we have ever offered. If you have not used them, you will be surprised to find how wonderfully perfect they are and how reasonable they are in price.

Send us your name and we will be glad to mail you our big colored catalogue and special circulars.

The Botanical Decorating Co., 504 S. Fifth Avenue
C H I C A G O

Toying with Millions in Business

In this country there are three corporations that are regarded as the three richest and most powerful trusts in existence. One of these three corporations recently made three experiments in advertising on a gigantic scale. The risks were enormous. It was virtually toying with millions. The results of these three experiments startled the corporation—and that corporation's entire selling policy has been shaped on the results. These experiments and the results—with all the names, facts and figures—are described in detail in the new book, "The Premium System of Forcing Sales: Its Principles, Laws and Uses," by Henry S. Bunting, the advertising editor and author, who spent six years investigating his subject. There are thirty-five chapters in which every phase of the premium-giving method of getting trade is considered. This book is free with one year's subscription to the *Novelty News*, the great magazine of general business devoted to the advancement of advertising and selling methods. The subscription is two dollars. The book is free. The address is 222 South Market Street, Chicago.

Do You Use An Air Brush?

If you do and want Air Brush ideas in lettering and designs for making snappy show cards and price tickets

Send 50 cents today

(Coin or stamps)

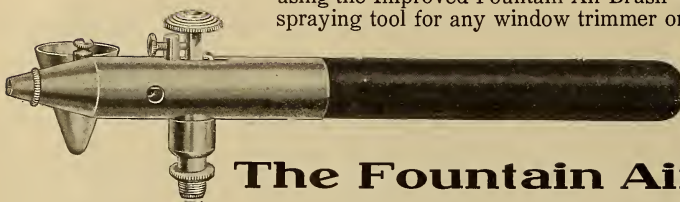
and receive by return mail a book containing over seventy-five different designs in colors.

ADDRESS BOOK DEPARTMENT

**MERCHANTS RECORD
and SHOW WINDOW**
431 So. Dearborn St., Chicago

The Recognized Leader of All Air Brushes

You can save time and turn out more attractive work by using the Improved Fountain Air Brush—the most practical spraying tool for any window trimmer or show card writer.



The Fountain Air Brush

is the original pencil-shaped air brush, easy to handle and simple to operate. Discharges an exceptionally fine spray, which is very evenly divided, and this causes the colors to blend much better. The color cup of the New Model "A" can be adjusted to any angle, so that work can be done on a flat table with the cup full of color. **Made to give lasting satisfaction. Over 20,000 now in use.** The Model "A" illustrated above is the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E."

Send for Catalog M-79 (just issued). New prices

Thayer & Chandler

913-921 W. Van Buren St. : : : Chicago, Illinois

JULIUS A. JEZEK

303-5 Fifth Avenue New York

Designer of Interior Fixtures for Stores and Show Rooms of all description. Department Stores especially. Also Building Plans with interior arrangement, including Cash and Parcel Conveyors, Lighting, Heating, Decoration, etc. Attractive Store Fronts, Practical Interiors. Having stores planned, all manufacturers estimate on a definite scheme; result being, equipment purchased at right price, saving many times cost of plans.

THE cheap lantern slide is a constant expense, a constant annoyance, shows poor workmanship and gives poor results.

De Commerce Lantern Slides are heat resisting—heat will not break them—show good workmanship—give good results.

Get the best at the ordinary price. Special advertising slide 75c. Money back if not satisfied.

Write for Catalogue

DeCommerce Lantern Slide Co.

46 E. 14th Street; 47 E. 13th Street

New York

Just Off The Press Barlow Catalog No. 10

Have You Seen It?

It shows our complete line of up-to-date **Fixtures, Forms and Wax Figures**; and it's free for the asking.



THE BARLOW CO.
79-B Race Street
HOLYOKE, MASS.

Perfect Air Brush Inks

Snowberry Air Brush Inks are the result of years of careful experimenting. **THEY ARE ABSOLUTELY PERFECT.** Dry Instantly. Thoroughly waterproof. Bright and brilliant in tone.

Sample Order, c. o. d., 7 pints, different colors. \$4.00

Sample Order, c. o. d., 7 half-pints, different colors 2.25

ROBERT HOSKIN Manufacturer
625 Greenwich St. NEW YORK

Wants, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

HELP WANTED

WANTED—Decorator and cardwriter in Pennsylvania city of 100,000 population. Must have knowledge of cleaning and retouching wax figures. Salary \$40.00 per week. Address Mr. G. B., care Merchants Record and Show Window.

SALESMEN WANTED—To carry as a side line a legitimate and good selling article. Good commission. See advertisement page 7, this issue. The Oscar Onken Co., Cincinnati, Ohio.

POSITION WANTED

POSITION WANTED—Experienced window trimmer and cardwriter, now employed, desires to connect with a first-class department or clothing store, 27 years of age, married, Koester school graduate, very best of references. Samples of work sent upon request. Address Box 210, care Merchants Record and Show Window.

WANTED—Executive position in first-class dry goods business, by a competent man familiar with every branch of the same. Energetic, capable and with a good history. References. At liberty after September 15th, 1913. Address Box 206, care Merchants Record and Show Window.

POSITION WANTED—An experienced young man desires position as window trimmer. Would be willing to clerk in men's department, men's wear or ready-to-wear store preferred. Address Box 208, care Merchants Record and Show Window.

POSITION WANTED—Experienced up-to-date window trimmer and cardwriter desires change in August. Can also act as salesman if necessary. Will go anywhere. Moderate salary. References and sample card on request. Address Box 207, care Merchants Record and Show Window.

POSITION WANTED—Ambitious young man desires a position as window trimmer and cardwriter. Can also act as floorman. Moderate salary; good reference. Address Box 209, care Merchants Record and Show Window.

POSITION WANTED—Resultful windows and show cards. Just back from Paris with ideas that will bring results. Experience with high-class stores. Will send photos of windows. Address Jos. B. McCarthy, 115 E. 3rd St., Duluth, Minn.

FOR SALE. ETC.

WINDOW TRIMMERS learn ornamental plaster paris work for windows and double your salary. I furnish full description, formula of gelatine mould \$10.00 in advance. Wax figure repairing and refinishing formula in best of oil finish \$1.00 in advance. Address Geo. F. Roux, 713 Fernwood Ave., Toledo, Ohio.

TURNER'S NATURAL COTTON BOLLS FOR DECORATIONS AND SOUVENIRS are as fine as can be grown. Price, with long stems, \$16.00 per thousand. Samples postpaid, 2 for 10c; six for 20c; dozen for 40c. Whole stalks with open bolls on them for decoration, \$5.00 per case. Booklet free. Address James H. Turner, The Cotton Boll Man, Dept. 6, Carrollton, Georgia.

Geo. Wallace Hless
Showcard writers supplies
1405 Olive ave., Chicago.
Write for New Price List Just Issued.

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Publications of THE MERCHANTS RECORD COMPANY

431 So. Dearborn Street, Chicago, Ill.

"Merchants Record and Show Window"—Illustrated.

Published monthly. Subscription \$2.00 a year for the United States and possessions, also Canada, Cuba and Mexico. To other countries, \$3.00 a year. Only publication of the kind in the world. Fifteenth year. Over 18,000 readers monthly.

"The Art of Decorating Show Windows and Interiors"

Fourth Edition, Completely Revised.

The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of \$3.50.

money-making window displays. Bound in Cloth, 256 pages (8x11). Sent prepaid to any address upon receipt of \$2.50.

"Sales Plans"

A collection of three hundred and forty-two successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address upon receipt of \$2.50.

"Window Card Writers' Charts"

A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of \$1.50.

"Hardware Window Dressing"

300 Illustrations and Diagrams.

The only book ever published on window dressing for the Hardware Store. There are complete descriptions with diagrams showing every phase of the work. The displays illustrated are adapted to all kinds of stores and all kinds of windows from the largest to the smallest. Anyone who will follow the directions can put in

Special Combination Offers

"Art of Decorating," prepaid, and Merchants Record and Show Window, one Year...	\$5.00
"Hardware Window Dressing," prepaid, and Merchants Record and Show Window, one year.....	4.00
"Sales Plans," prepaid and Merchants Record and Show Window, one year	4.00
"Window Card Writers' Charts," prepaid, and Merchants Record and Show Window, one year.....	3.00

Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. Only one book at reduced price with each yearly subscription. NOTE—Add \$1.00 to "Special Combination" prices where \$3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

FREE—TO NEW SUBSCRIBERS

(Not for Sale)

We have prepared with great care and at considerable expense three portfolios, which we are sending postpaid to anyone sending us new paid in advance yearly subscriptions. The titles of these books are as follows:

- "100 Good Displays of Women's Ready-to-Wear"—Comprises only the very best examples of the window trimmers' art in this line.
- "100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.
- "Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.

Above named portfolios are printed upon high-grade enameled paper and are of uniform size—9x12 inches. We offer the choice of any of the above named publications with one new yearly subscription to MERCHANTS RECORD AND SHOW WINDOW, the only stipulation being that the portfolio desired must be requested with order accompanied by remittance of \$2.00.



Ask for our **FREE CATALOGUE No. 40,**
size 11 x 16, illustrating a complete line of
Decorative Flowers, Plants and Vines, in colors.

No. 4762

No. 4761 BEECH GARLAND

6 inches in diameter in assorted colors as green, leather brown or red, per yard.....\$.20

No. 4762 GARLAND

as illustrated, 12 inches in diameter, in colors, as mentioned above, per yard.....\$.40

No. 4763 AMERICAN OAK GARLAND

6 inches in diameter, in assorted colors, as green, leather brown or red, per yard.....\$.20

No. 4764 AMERICAN OAK GARLAND

as illustrated, 12 inches in diameter, and colors as specified under No. 4763, per yard.....\$.40

No. 4764

No. 4243—BEECH BRANCHES—Fireproof

In colors as green, leather yellow, brown or cherry red

Size of branches 3 feet—
Per 100\$ 6.00 Per 1000.....\$45.00

Size of branches 5 feet—
Per 100\$11.00 Per 1000.....\$100.00

Transparent Beech Branches in colors as pink, yellow, orange, green, cherry red or brown. Fireproof.

Size of branches 3 feet—
Per 100\$12.00 Per 1000.....\$100.00

Size of branches 5 feet—
Per 100\$25.00 Per 1000.....\$200.00

FRANK NETSCHERT CO., 39 Barclay Street, New York



UNIT DISPLAYS

The most attractive display of clothing, men's wear, hats and shoes are obtained by grouping the trims into units, each unit carrying with it an individuality and suggesting a distinctive feature; one may show a distinctive stripe in suits; others soft cuff shirts, wash ties, Austrian plush hats, tan shoes, etc.

In the above unit display of shoes, one of our No. 3257 display platforms is used with purple silk velour and No. 1166 shoe stands. Let us send you our catalogues with suggestions for the best fixtures for unit displays.

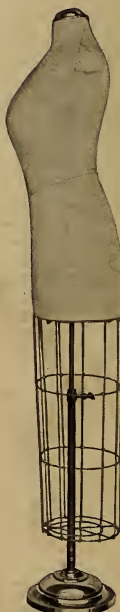
SLENDER LINE FORMS

Our No. 1828 and No. 1829 forms have been designed to meet the demand for forms with slender waist and narrow hips for the display of high class dresses. These two forms are made from the same moulds and come in two sizes: size 34 having a 36-inch hip measure and size 36 having a 37½-inch hip measure. Form No. 1829 has a 10-inch low base, black japanned finish, and No. 1828 is supplied with a heavy 10½-inch high base, finished in brushed brass, nickel, gun metal, or any of our standard finishes. These forms are covered with either white or black jersey, as specified.

The lines of these forms are also good for the draping of piece goods. Let us send you a copy of the last issue of our house publication "The Fixture" and special circular on Draping Forms.



No. 1829



No. 1828

CURTIS - LEGER FIXTURE CO.

237 JACKSON BOULEVARD, CHICAGO

MERCHANTS RECORD AND SHOW WINDOW



Ye Olde Time Store

CHICAGO



Psyche No. 310

The Psyche

An ideal shape for the clinging drapes now so much in vogue.

Furnished in several different combinations all fully described and illustrated in Supplement No. 3, which we have just received from the printer.

Send for your copy today

as we know you will be interested in the many new devices shown.



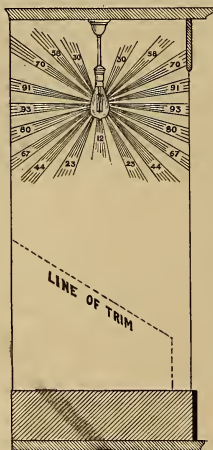
Psyche No. 312

The Norwich Nickel and Brass Co.
NORWICH, CONN.

NEW YORK
712 BROADWAY

—SALESROOMS—

BOSTON
26 KINGSTON ST.



Distribution of light about 100 watt lamp. Figures indicate candle power.

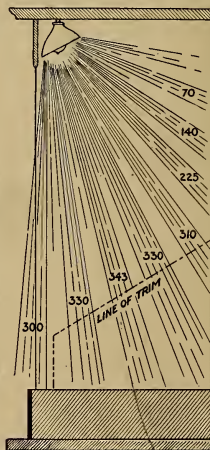
←THIS OR THIS→

In Your Show Window

Your Daily Cost Will be the Same

THE cross-section of a Show Window on the left shows the candle power given off on different angles from a 100-watt Tungsten lamp. Note how little of the light is directed where needed—on the trim. Some kind of reflector must be used to redirect these rays where they will be of service. Unsilvered glass reflectors will help some. The old-fashioned trough reflector may be better. Other silver-plated reflectors, although improperly designed, will direct some of this wasted light on to the trim.

This space could be filled with sketches showing the results that might be obtained from these improvements, each one a little better than the other, but none of them reaching the maximum result shown on the right. But why take any of these intermediate steps in trying to improve your window lighting? Why not get the best at once? Pass over these makeshifts and reach the acme of window lighting at once, by installing the only correctly designed, adjustable, one-piece silver plated reflectors—



Distribution of light about 100 watt lamp with "Pittsburgh" Show Window Reflector No. 50.

Pittsburgh Show Window Reflectors

Ultimately, Why Not Now?

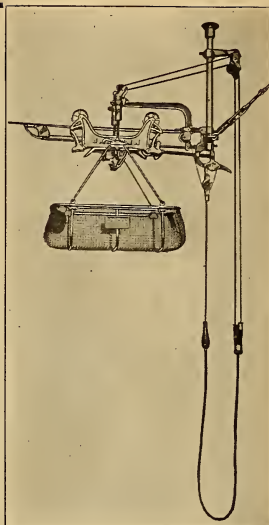
New booklet "SHOW WINDOW LIGHTING" may be of interest to you. Copy on request.

Pittsburgh Reflector & Illuminating Company

3117 Penn Avenue, Pittsburgh, Pa.

You Have to Live

with your clerks and carrier system and it is well to have both working smoothly and harmoniously in order to give your customers *quick service* which is demanded in these days of keen competition.



Protect Your ^{cash} _{drawer}
clerks and protect your customers by installing The Baldwin System with its one receiving station,

which eliminates the expense of extra cashiers, inspectors, etc., and at the same time insures a double checking of each transaction.

The Baldwin Flyer Cash and Package Carrier

is the highest development of carrier systems; a result of twenty years experience, specializing on wire line carriers. There are no parts to get out of order, in fact, the entire construction is so simple it is "fool proof." This is the greatest advance in carrier construction for years, and when used with our new "no tear" rim baskets, you will have a system with no "come backs."

No time like the present

to give serious thought to this carrier system. Protect yourself against loss thru errors in both goods and cash by installing the Baldwin Flyers.

The Flyer Cash Carrier ^{with} _{its} Shelf Bracket

is the neatest, handsomest fixture ever used on a cash carrier. It does away with the unsightly posts, guy-wires, braces, etc. Get this carrier—it will add to the appearance of your new store.

It will pay you to write for catalog

James L. Baldwin Carrier Co.

352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station

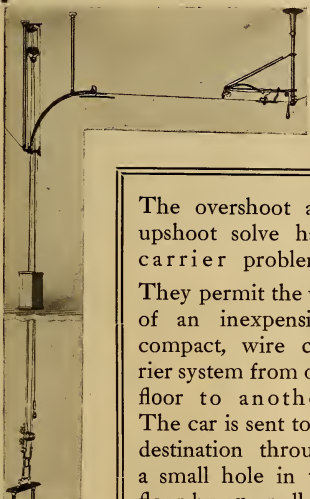
SAN FRANCISCO, CAL.

LOUISVILLE, KY.

Office
125 Hansford Block

Office
1409 Inter-Southern Building

NEW YORK OFFICE, 808 Flat Iron Building



No. 22
Overshoot

No. 23
Upshoot



Ask those who use the Baldwin System





THE *Wilmarth* LINE

THERE was a time when store equipment was looked at from the point of view of "utility" only. Now it is recognized that "beauty" is an important factor. But perhaps the "sales promoting ideas" are the most important of all the good points in modern display cases. Be sure that the display cases you buy combine Utility, Beauty and Ideas. You will find them all in The Wilmarth Line.

Made In Grand Rapids

FORTUNATELY the improvement in display cases does not mean a big advance in the price. The Wilmarth Line is built and sold in a "national" way. It is manufactured in a big modern plant located in the heart of the wood-working industry. It is sold all over the country, reducing the selling costs to the minimum.

OUR organization "combs the country" for the best merchandising ideas, and only the "cream" of them are used in Wilmarth goods. Whether large or small we can fit out your store with an equipment that will have all the good points that display cases should have. We will also give you personal attention. Before you buy call at one of our many showrooms.

WILMARTH SHOW CASE CO.

1524 Jefferson Avenue
GRAND RAPIDS, MICHIGAN

SHOWROOMS

"Coast to Coast"

NEW YORK, 782 Broadway CHICAGO, 233 W. Jackson Blvd.
BOSTON, 21 Columbia St. ST. LOUIS, 1113 Washington Ave.
PITTSBURGH, House Bldg. MINNEAPOLIS, Kasota Bldg.
TAMPA, 215 Tampa St. SAN FRANCISCO, 515 Market St.
DES MOINES, I. L. & T. Building



AVERAGE COST of WARDROBE
(per GARMENT CAPACITY) \$ 1.00

"LIFE" of WARDROBE - 10yrs.
(LENGTH of GUARANTEE)
\$ 1.00 ÷ 10 = 10¢
Average cost per yr.

Estimated "TURN-OVER" - 4 Times
10¢ ÷ 4 = 2½¢
Cost per Garment Sold

THE **WELCH** SYSTEM

JUST PLAIN ARITHMETIC

A good way to look at the "wardrobe problem" is on a "one garment basis." You probably want to know "What does it cost per average sale?" and "What is it worth per average sale?" Those are legitimate questions. We show above, by "plain arithmetic," the average cost per suit sold—GROSS. If you figure a "life" of 15 years, and a "turn-over" of 6 times per year, the average cost is 1½ cents per garment sold, GROSS. To get the "net" deduct the cost of your present system. Now consider the benefits of—

THE **WELCH** SYSTEM

First—there are the "physical" benefits—which are perfectly apparent. You can see that there is less handling, and fewer soiled garments. There is a better display, and a quicker showing to prospective customers. There is a more impressive showing, with fewer garments. Your goods are better protected from dust and dirt of all kinds. You see the "stickers" sooner, and keep your stock in better shape. You "speed up the sales," without extra effort.

Second—there are the "mental" benefits—which are just as real, if not so apparent. On entering your shop the prospective customer gets the idea that you are progressive and up-to-the-minute; he is "favorably impressed" before he has seen a suit. In that frame of mind he *expects* to be satisfied—he thinks that you are that kind of a dealer. Going to a Welch Wardrobe he can make a quick selection of what he likes; without needless effort. He becomes, in fact, that most valuable asset a SATISFIED CUSTOMER. Call at one of our showrooms and find out what The Welch System for YOUR store would cost.

Licensed Under the Smith Patents

Chicago—233 W. Jackson Blvd.
Boston—21 Columbia St.
Pittsburg—House Bldg.
Minneapolis—Kasota Bldg.

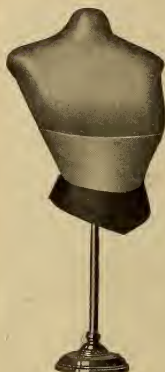
WELCH MFG. COMPANY
GRAND RAPIDS, MICHIGAN

New York—732 Broadway
St. Louis—1118 Washington Ave.
San Francisco—1109 Mission St.
Grand Rapids

Made In Grand Rapids

Discriminating Decorators

Prefer Hugh Lyons' Fixtures



Two Piece Waist Form
Has a big advantage over the one piece form for making drapes, showing waists, etc. Low rounded top to hold collar in place. Flesh colored enamel top. Lower part finished in velveteen or jersey—Any style base.



No. 484
Men's Coat Form
This is our idea of what a man's coat form should be for displays of shirts, collars and ties, coat and vest without the neckpiece protruding above the collar. Correct in shape with long or regular length hips.

The more a man knows about practical window dressing, the more he appreciates the high quality and graceful lines of our fixtures. We are not satisfied to make fixtures simply "good enough" to answer the requirements they are designed for. Every piece turned out of our factory must be **exactly right**. It must be the best that can be made—it must be the best in material, designing and workmanship.

For many years we have been centering all our efforts in producing the kind of fixtures the experienced decorator needs, and the growth of our business is proof that we have succeeded.

If you have been using ordinary fixtures, you owe it to yourself and to your merchandise to give Hugh Lyons fixtures a trial. You will find that they look better, last longer and show your goods better than any other fixtures on the market—yet Hugh Lyons fixtures cost no more than the common kind.

We have a mighty interesting and instructive book on display fixtures that we will be glad to send you for the asking—drop us a line and you will agree that the book we will send you is well worth the trouble.

We manufacture everything in metal and wood display fixtures, papier mache forms, wax fixtures, window dividers, store stools, clothing cabinets, triplicate mirrors, floor cases, wall cases, outside show cases, etc.

WRITE FOR CATALOGUES AND PRICES



Two Piece Waist Form
Upper part is dull finish, flesh tinted. Lower part velveteen or jersey. Detachable bottom and any style base. The half arms help to the more attractive showing of waists, drapes, etc.



No. 469
Costume Form
Finest quality wax figure mounted on papier mache body and skirt. Adjustable and fitted with new tilting device.

Hugh Lyons and Company, Lansing, Mich.

New York Salesroom, 686 Broadway

Chicago Salesroom, 318 Jackson Blvd.

Daily Trade Record.

CLOTHING

Clothing Salesman Points Out That Installation of Cabinets is Responsible for Falling Off Sales—Retailers Using Cabinets Better Posted on Their Stocks.—A clothing salesman who travels throughout several of the Middle West States was talking to a representative of this paper regarding conditions in the clothing industry. The particular point which he made in accounting for the falling off in his sales the last two years was that nearly every retailer he sold had installed clothing cabinets.

When asked why he placed the blame on the clothing cabinets this salesman said that in the old days when retailers did not use this means of carrying their stock, the goods were piled upon tables, and it was a great deal of work to go through the stock thus carried and size up same. Under the new system, he said, the retailer had only to open his cabinets and he had his whole stock before him. If he had a line of gray suits in sizes 36-40 and 44, instead of buying a full line of gray throughout, as was formerly the case, he would buy 36 and 42 and in this manner would cut down the size of the entire order. This same thing held true with brown goods or fancies, as the retailer had his entire stock at his finger ends at all times, and in addition to this he was enabled to make a bigger showing with a smaller stock than before the coming of the cabinets.

When asked if this method, while working hardship on the salesman for a few seasons, would not in the end prove advantageous in that it would put the business on a sounder basis and enable the retailer to keep track of his stock and avoid over buying, he said this was probably true, yet the new condition was cutting down sales while the adjustment was taking place.

Chicago—Many Clothing Men at Charlevoix, Mich.—L. Ault, retired member of the firm of L. Ault & Sons, who was met here by the press, was met here by the press.

—and here is a clothing salesman who proves that modern clothing cases save the merchant from a stock of left-overs, and enable him to buy better—

(The accompanying article, was clipped from the August 4th, 1913 issue of the New York DAILY TRADE RECORD, which for over twenty years has been the official paper of the wholesale clothing business.)

ILLINOIS CLOTHING CASES

do just exactly what this clothing salesman says, Mr. Merchant. They enable you to know AT A GLANCE the exact condition of your stock. They help you buy BETTER, saving for you the profitless accumulation of Left-Overs, which has caused many a good merchant to suffer loss.

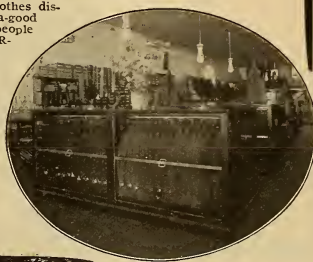
—And in addition they display your garments so that your CUSTOMERS, too, can find just what they want, QUICKLY, with every suit neat, clean, shapely, and inviting.

Now is the very best time

to adopt the ILLINOIS way of Modern clothes display. This Fall will certainly be an extra-good clothing season; and never before have people been quite as particular about the modern SERVICE rendered them by merchants. Let us hear from you at once, so that we may quote you our low prices and carry out your orders in ample time.

Free for the Asking!

Our new catalog of ILLINOIS CLOTHING is awaiting an invitation to join you. It illustrates in type and pictures the MANY important points of mechanical (patent) SUPERIORITY of ILLINOIS CASES. Write now.



Illinois Show Case Works

1735-43 No. Ashland Ave.,

Chicago, Ill.

Shelf Brackets

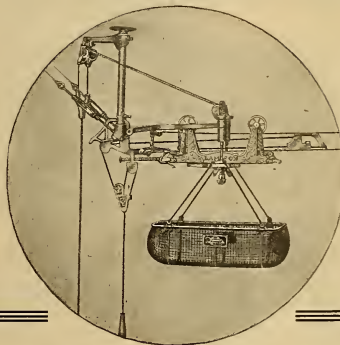
Our system enables you to conserve your space and display your goods most effectively because every inch of the entire shelf is available.



The above photographic view shows a practical application of Baine's Patent Adjustable Brackets. Note the lack of obstructions. Remember, too, that you can get any width shelf and any distance between shelves to fit your stock, with strength to carry the heaviest goods. Ask for our Shelf Catalog. It tells all about it.

Piqua Bracket Co., Piqua, Ohio

LAMSON



LAMSON CARRIERS—strengthen the link between the customer's money and the proprietor's bank account. They speed up the business, locate errors with certainty and fix responsibility on people instead of machines. Best of all they Centralize.

Ask Your Neighbor

Wire, Cable, Tube, Belt and Pick-up Carriers.

THE LAMSON COMPANY, BOSTON, U. S. A.

Representatives in all principal cities

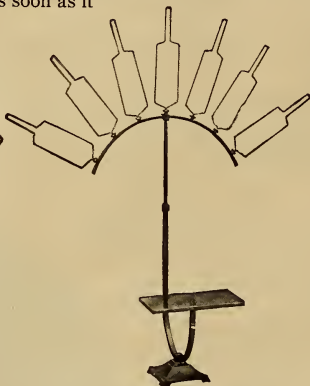
SERVICE

Square Design—All Brass Display Fixtures

We have prepared about one hundred different designs, using square base as shown, and square tubing and fittings. We will issue a supplement to our Catalogue No. 12 shortly, illustrating and describing each design. Send us your name now so as to receive your copy as soon as it is off the press.



No. 1423



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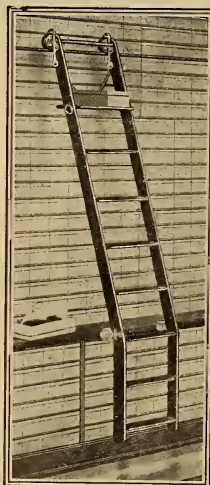
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No. 1425

Reflector & Hardware Specialty Mfg. Co. WESTERN AVE. AND 22nd PLACE
CHICAGO, ILL.

Milbradt Rolling Ladders



"The Only Way"

**For Rapidity
Efficiency
Safety
Economy**

*Has every other system
beaten to death*

Milbradt Rolling Step Ladders

*Have been in demand
for twenty-five years
and are used in the
leading stores through-
out the country.*

*All ladders subject to
approval and satisfac-
tion guaranteed.*

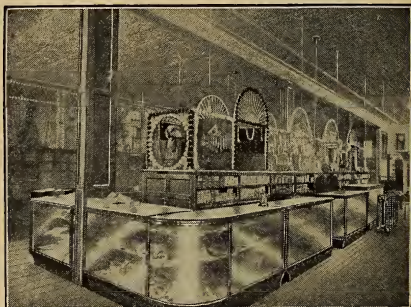
Send for
Descriptive Catalog

Milbradt Mfg. Co. 2410 N. 10th St.
ST. LOUIS MO.

WINTER FIXTURES

THE STANDARD OF QUALITY, STYLE AND PRICE

Anything from a Store Stool to a Complete Outfit:



NOT HOW CHEAP but HOW GOOD at prices that are right is the "WINTER" idea. If you are looking for QUALITY fixtures at prices that are right we want to figure with you. If you need fixtures it will pay you to visit SHEBOYGAN, WISCONSIN.

WINTER CATALOGUES: The most complete works of their kind ever published, listing the needs of those that are in the market for fixtures, sent upon request. WRITE FOR CATALOGUE 13-Q.

WINTER COMPANY

HIGH GRADE FIXTURE MAKERS

Established 1865

SHEBOYGAN, WISCONSIN

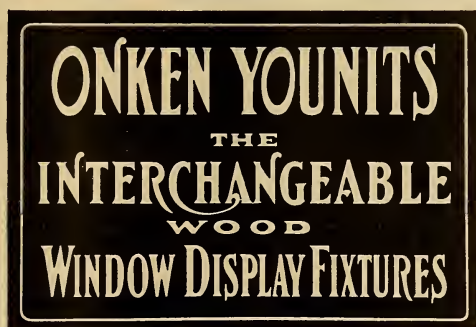
U. S. A.



THE GREAT INTERCHANGEABLE FIXTURE

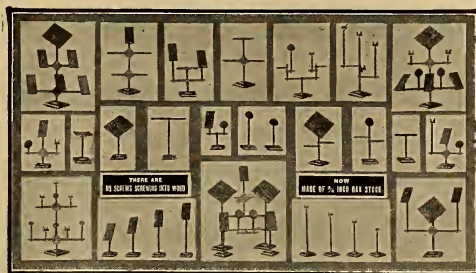
(Patented in U. S. and Foreign Countries)

The Fixture With "The Sunken Steel Socket"



There Are No Screws Screwing Into Wood

Sent on 30 Days' Trial (See Note Below)



Some Sample Groupings Made with Set No. 102

Above shows in a very small way a few of the different groups and fixtures that can be made with the assortment of YOUNITS. In each case the fixtures are **ABSOLUTELY RIGID** and will hold all the merchandise placed on them. The fixtures are put together as you want them, either high or low, or wide or narrow; in other words you put together a fixture just as you require it, and this is done very quickly, and remember you do so **WITHOUT THE AID OF A TOOL; NOT EVEN A SCREW DRIVER.**

There are 222 parts or YOUNITS that constitute the set No. 102 ONKEN Interchangeable Wood Window Display Fixture YOUNITS. All YOUNITS are made of thoroughly kiln-dried oak, and all metal parts are of cold rolled steel; all YOUNITS are accurately machined so they will fit right, and are interchangeable. When a number of YOUNITS are set together, they form a fixture that is positively **RIGID AND STRONG.** With the 222 YOUNITS you can make **HUNDREDS** of standard and odd window display fixtures and easily more than 500 window trims, never making any two trims alike. The 222 YOUNITS are put up in a **HARDWOOD HINGED-LID STORAGE CHEST.** (Oiled Finish.)

Set No. 102 Large enough for two windows and inside store use. 222 YOUNITS. **\$30.00**

Set No. 102½ Large enough for one window and inside store use. 122 YOUNITS. **\$15.00**

Send for catalog

F. O. B. Cincinnati Factory

Finish Made of select oak in three stock finishes. Weathered, Golden or Antique Oak, in a soft, mellow, waxed finish.

Storage Chest Each set is put up in a hardwood hinged-lid storage chest (oiled finish). A place to keep the unused YOUNITS.

Book of Designs A beautiful book of photographs showing large sized trims made with ONKEN YOUNITS sent FREE with each set. Shipments Made at Once. Every Set Guaranteed Absolutely.

Order Through Your Jobber or Direct. Satisfaction guaranteed, or you can return the set within 30 days, and we will pay the return freight

THE OSCAR ONKEN CO. 661 4th Ave., CINCINNATI, O.



No. 5266

Autumn Shaded Vines

No.	Doz.
321 Wild Vine made of 12 beautiful shaded leaves	\$.75
323 Grape Vine in beautiful autumn shades70
324 Grape Vine with two clusters of grapes, in autumn shades.....	3.50
324A Grape Vine same as above without grapes	1.00
325 Grape Vine made of a large green beautifully veined leaf	1.00
326 Maple Vine, natural autumn shades	1.20
327 Oak Vine, 12 leaves to the yard, beautiful autumn shades	1.20
5263 Wild Grape Vine made of 9 beautiful large autumn shaded leaves.....	1.35
5266 New Maple Vine in autumn colors..	1.35
5302 Ivy Vine in autumn colors60



No. 326



No. 325



No. 327



No. 5302

Adiantum

Adiantum Ferns imported stock
In plain green transparent, per hundred \$5.50
In the finest autumn tints, per hundred \$6.00

Beech Garlands

Beech Garlands made of natural preserved Beech Branches full and round in one yard strips, foliage on both sides, just the thing for an interior trim.

In redbrown, green or tan, per yard \$.40
Per 100 yards \$35.00

Beech Branches (Fireproof) 3 to 5 Feet Long

Beech Branches, one of the finest and cheapest decorations for a background or interior of the store, the branches are large and full, they are fireproof and will keep. Large branches 36 inches to 5 feet.

Redbrown or Tan, per 10	\$1.00
Per 100	7.50
Green or Cherry Red, per 10	1.20
Per 100	8.50

Write for our new Fall Catalogue Illustrated in Colors.

L. Baumann & Co.

Leading Importers and Manufacturers

357-359 W. Chicago Ave., CHICAGO



No. 321

No. 323

The Light That Never Fails to Please— FRINK Semi-Indirect Lighting Fixtures

This illustration shows one of the largest Hosiery Departments in the country where over \$10,000,000.00 worth of hosiery is sold annually.

This enormous area is illuminated with a powerful, though softly toned, diffused light from the FRINK SEMI-INDIRECT lighting fixtures. These fixtures were selected in preference to any other form of lighting with the result that this room is distinctive by being one of the best examples of illumination for commercial purposes on record.

State your requirements to the Engineering Department of our nearest branch, and our recommendation, if followed, will include a guarantee of satisfaction.

Our practical booklet, "MODERN STORE ILLUMINATION" is free upon request.



Wholesale Hosiery Dept., Lord & Taylor, New York

H. W. Johns-Manville Co.

Sole Selling Agents for Frink Products

MANUFACTURERS OF ASBESTOS
AND MAGNESIA PRODUCTS

ASBESTOS

ASBESTOS ROOFINGS, PACKINGS,
ELECTRICAL SUPPLIES, ETC.

Albany
Baltimore
Boston

Buffalo
Chicago
Cincinnati

Cleveland
Dallas
Detroit

Indianapolis
Kansas City
Los Angeles

Louisville
Milwaukee
Minneapolis

New Orleans
New York
Omaha

Philadelphia
Pittsburgh
San Francisco

Seattle
St. Louis
Syracuse

THE CANADIAN H. W. JOHNS-MANVILLE CO., LTD., Toronto, Montreal, Winnipeg, Vancouver

1873

IT'S THE WILD SMILAX Which Cuts Into the Vision of the Wouldbe Passerby



Near to Nature's Heart Packing Wild Smilax

SOUTHERN WILD SMILAX

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	\$1 00
2	200 sq. feet	20 lbs.	2 00
3	300 sq. feet	25 lbs.	3 00
4	400 sq. feet	30 lbs.	3 50
5	500 sq. feet	40 lbs.	4 00
6	600 sq. feet	50 lbs.	4 50

For the reason that it is the most exquisitely beautiful evergreen vine in existence.

SOUTHERN WILD SMILAX

Is an immensely popular aid in attractively decorating your show windows. Its long life—its fadeless character, and its show qualities, make it a valuable adjunct to any retail business.

Beaven's Fadeless Green Moss

Has been immensely popular everywhere and it really is an ideal covering for Show Window floors. It lends itself to many uses when in the hands of Window Decorators. Mighty effective and especially so when used in connection with our Southern Wild Smilax.

Beaven's Fadeless Green Moss is shipped in bags containing 100 sq. ft. Price \$4.00, f.o.b. shipping point

	Each	Dozen	Per 100
LONG NEEDLE PINES	2 ft. 10c	\$1 00	\$ 6 00
As beautiful as palms in decorations.	3 ft. 15c	1 50	9 00
	4 ft. 20c	2 00	11 00
CHAMAEROPS PALM LEAVES	25c per doz.	\$2 50	per 100
SABAL PALM LEAVES			
	Each	Dozen	Per 100
CHAMAEROPS PALM CROWNS	3 ft. 15c	\$1 50	\$11 00
Our native palm plants with their roots removed.	4 ft. 20c	2 25	15 00
	5 ft. 25c	3 00	20 00
SOUTHERN GREY MOSS	25 lbs sack	\$3 00	

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

Special Express Rates, 25 per cent less than regular merchandise rates.

EDWARD A. BEAVEN
EVERGREEN - - ALABAMA

ORDER FOR \$15 A GROSS

TODAY—NOW—AT ONCE

The Biggest and Best Salesmaker
You Can Have in Your Store

Frankel's
Patent
Holdfast
Clip
Card
Stand



Size 2½ inches in diameter

Choice of
Mahogany
Maple
or Golden
Oak
Finish

If after using them 2 weeks, they do not
prove all we say and more, you may
return them—how's that for just?

Frankel Display Fixture Co.

[Makers of "The Best Only" Forms]
[Wax Figures and Fixtures]

New York

"SPHINX" SHOW CARD COLORS

F. W. & CO.'S

Card Writers'
Brushes

ARE

"BRUSHES OF
QUALITY"



TWELVE
PERMANENT
BRILLIANT
OPAQUE
QUICK - DRYING
COLORS

Write for
Catalogue of
Brushes
and Colors

**"Everything for the Artist in All
Branches of Art"**

MANUFACTURED BY

F. WEBER & CO.

ESTABLISHED 1854

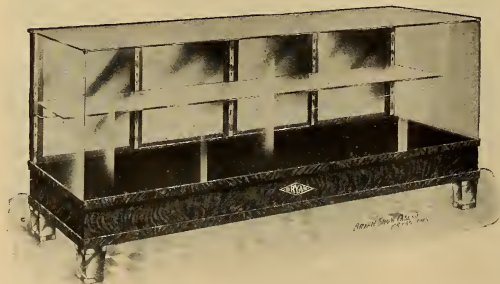
Parent House and Factory

St. Louis, Mo.

PHILADELPHIA, PA.

Baltimore, Md.

A CASE OF GLASS IS HARD TO PASS



More reason than rhyme in
that. A "Bryan" all glass
show case gets the attention
of even the casual passer-by.
Your most attractive mer-
chandise is made still more
so. 'Tis not unreasonable to
say that the case pays its cost
very soon in increased busi-
ness.

The appearance speaks con-
vincingly for itself—the quality
is worthy the highest expecta-
tions. No dust, air or moisture
holes — the construction is
perfect.

You will find our catalogue interesting.

THE BRYAN SHOW CASE CO. : BRYAN, OHIO

Botanical Means Best

The name Botanical Decorating Co. has for years stood for the very best to be had in all kinds of decorative materials for show windows and stores. Hundreds of the leading decorators buy from us regularly because they know we can be depended upon to furnish all of the latest and best products of the best European manufacturers as well as our own high class domestic goods, at the lowest prices. We always have the latest novelties. If you have not been using Botanical flowers you will be surprised at the uniform high quality and moderate price of our goods.



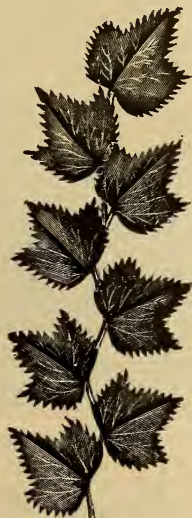
**EXTRA NO. 2 FINE
SMILAX**

No. 1. Per dozen.....	\$.50
No. 1. Per gross.....	5.00
No. 2. Extra fine grade per dozen.....	.75
No. 2. Extra fine grade per gross.....	7.50



**No. a218.
CHRYSANTHEMUM
VINE.**

3 large paper flowers (any color) and 12 leaves to each yard.	
Per dozen.....	\$ 2.00
Per gross.....	20.00
A cheap interior trim and very nifty.	



GRAPE VINE 632

9 large leaves, with fine white veining, to each yard.	
Per dozen.....	\$ 1.00
Per gross.....	10.00



153

GRAPES ON VINE

No. 153. Grape vine with 2 bunches of grapes and 9 large leaves to each yard, 18 berries to each bunch.	
Per dozen.....	\$4.00

Here are a few of the hundreds of splendid specialties we are offering for the Fall and Thanksgiving seasons. Note our prices.

No. A48. Autumn Adiantum, Finest Quality, per 25	\$2.00, per 100	\$7.00
No. A53. Green Adiantum, " " 25	1.75, per 100	6.00
No. A186. Autumn Adiantum, Two Tone " 25	2.75, per 100	10.00
No. R1. Special Chrysanthemum, paper, all colors, per gross.....	2.85	
No. R3. Special Chrysanthemum, paper, extra large, per gross.....	3.50	
No. A69. Imported Chrysanthemum, cloth, all colors, per doz.....	3.50	
No. 1016. Chrysanthemum Vine, 12 leaves, 3 flowers, per doz.....	2.00	
No. 8010. Autumn Rose Vine, 4 flowers and 12 leaves, per doz.....	3.00	
No. 981. Rambler Rose Vine, 3 flowers and 12 leaves, per doz.....	2.50	
No. 981X. Rambler Rose Vine, 6 flowers and 12 leaves, per doz.....	3.25	

Preserved Natural Leaves of all kinds at lowest prices.

No. 165. Grape Clusters, 15 grapes to bunch.....	\$1.45
Grape Clusters, 36 grapes to bunch.....	3.50
Same as above but smaller grapes	
Grape Clusters, 15 grapes to bunch.....	1.15
Grape Clusters, 36 grapes to bunch.....	3.00
Gold or Silver Grape Clusters.	
Large, 15 grapes to bunch.....	2.90
Large, 36 grapes to bunch.....	10.00
Small, 15 grapes to bunch.....	2.45
Small, 36 grapes to bunch.....	6.00
Grape Clusters furnished in any size.	

In addition to the above, we have hundreds of special flowers and vines of every description for Fall. Our assortment is so large that you are sure to find just what you are looking for at the price you want to pay. If you will give us an idea of what you want we will be glad to send you samples of flowers or foliage.

We make a specialty of the fine imported flowers that are used by high class stores in vases in their windows. We also have a complete line of preserved ferns and foliages of every description. Our stock of Papier Mache goods will interest you.

Write for our large colored catalogue and special circulars.

The Botanical Decorating Co., 504 S. 5th Avenue, Chicago



(Modern Store Front of Louisville Meat Market, Louisville, Ky.)

The Store Front That Pays

You will find your store will be made doubly attractive and that your business will quickly increase when you put in a front using the modern

Zouri ← SAFETY & BURGLAR-PROOF
SETTING FOR PLATE GLASS

OPERATING UNDER MURNANE AND MARR PATENTS

The unobscured vision, the rigid construction, the ventilation and drainage, with the neat, elegant appearance of the solid copper work, make the most beautiful and satisfactory front ever built. Quickly pays for itself in increased business.

Write for estimate of cost for your store, sending pencil sketch of front, with measurements.

Zouri Drawn Metals Company

215-227 West Schiller Street,

Chicago, Illinois

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXII
NUMBER 3

SEPTEMBER, 1913

Single Copies
Twenty-Five Cents

A DOLL FESTIVAL

HOW THE NEWCOMB-ENDICOTT COMPANY OF DETROIT
CONDUCTED A HIGHLY SUCCESSFUL EVENT THAT
ATTRACTED LARGE NUMBERS OF LITTLE
GIRLS AND THEIR MOTHERS

THE importance of the child as a factor in the building up of a retail business is becoming more generally recognized by far-sighted merchants each year. Formerly the big store paid but little heed to the entertainment of children except around the holiday season, but the modern big store now has a "Children's Playground" fitted out with all sorts of appliances for their amusement and various entertainments for the youngsters are conducted throughout the year.

Last spring the Newcomb-Endicott Company of Detroit began a systematic campaign that is calculated to interest little girls and through them their mothers, in this store permanently. The opening event was called the "Doll Festival." It was planned by Mr. M. M. Gillam who is probably the best known retail advertising man in America. Mr. Gillam, who is sometimes referred to as the dean of retail ad-men has lately been giving considerable attention to retail selling problems. Briefly, his plan is to create a sort of "Guild of Girls," steadily increasing in numbers and enthusiasm, who will regard the store as their store and grow up believing in it, patronizing it talking of and for it, and, in later years, looking to it from homes of their own with the heartiest good will.

It is Mr. Gillam's belief that no influence is so lasting and hard to change as that from impressions got in childhood and it is his further belief that this characteristic can be made to serve a useful purpose in the building up of patronage for any store. The plan is not in the least sensational. Indeed, it is the purpose to avoid any semblence of sensationalism but

to promote a healthy, hearty growth, with roots that will in time strike deep and deeper into the policy, the promise and the performance of the store. The scheme as carried out in the Newcomb-Endicott Company store was not at all complicated but all of the details were planned carefully ahead.

The first announcement was a modest little circular that was distributed to visitors to the store and sent out to the mailing list. This circular invited every girl in Detroit and the surrounding country to visit the store and bring her doll along. A small present was offered for every doll. Saturday was selected as the best time for the doll festival for the reason that all really valuable prizes were offered for various classes of dolls. First, second and third prizes were offered in each of the following classes: handsomest doll, most stylish doll, best Indian doll, best historical doll, best dressed doll, quaintest doll, best character doll, best past fashion doll, most life-like doll, homeliest doll, best doll hair dressing and best millinered doll.

In addition there were other prizes for the doll best representing any nationality, for the biggest doll carried by its owner, for the cutest rag doll and for the smallest doll with eyes large enough to see. For the latter classes there was a special jury of awards composed of newspaper representatives. The prizes for the first named twelve classes were determined by votes cast by people visiting the store during the week of the contest. A grand prize was given for the doll receiving the greatest number of votes.

It was stipulated in the announcement that every girl bringing a doll to the store must be accompanied by some grownup person. This was done to prevent any possibility of an accident to the little ones. Following the first announcement were other ones and the newspaper advertisements from time to time had something to say of the coming event. Mr. Gillam made a brief address to all the employes of the store telling them all the details of the plan and stirring

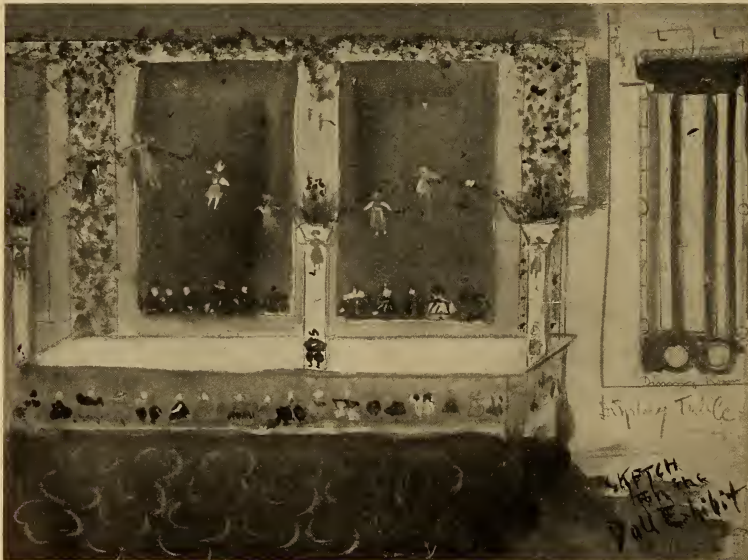


A VIEW OF THE EXHIBITION THAT WAS HELD AFTER THE CONTEST.

them up to talk it in their homes. His purpose was not to sweep the entire city at the first stroke but rather to encourage a healthy growth which would gather headway with time and that at no time would be beyond easy control.

Oscar Klausner, the store decorator, had the important duty of providing an appropriate setting for the exhibition and he handled it in a way that had much to do with the success of the event. A section of the store was set aside and Mr. Klausner decorated

it in a most attractive style in keeping with the occasion. The photograph of the exhibition of dolls gives some idea as to the arrangement and general scheme of decoration but fails to even suggest the attractive color scheme. A better notion of the decorations may be had from the reproductions of the two rough color sketches made by Mr. Klausner as preliminary drawings. The quaint background was in Dutch effect in wide panels. The white columns were embellished by kindergarten pictures in bright colors cut from



MR. KLAUSNER'S ROUGH SKETCH OF THE DECORATIVE SCHEME.

kindergarten wall paper and pasted on. The flowers were natural being tulips with narcissus and smilax.

The people of Detroit took very kindly to the "Festival" and contributed their collections of dolls. Some friends of the store brought in dolls collected from every nook and corner of the world. There were dolls from Greenland, the Philippines, Germany, Italy and from Japan. Also there were others from the Hopi and Pueblo Indians of the southwest. The tiniest doll taking the prize was a minute jointed wood affair only one-half inch in length. There was also a very attractive collection of ancient dolls—the oldest of these could boast of being 91 years of age and still had the trousseau received nearly a century ago.

After the awarding of the prizes which was done to the satisfaction of all concerned, the exhibition of the many entries took place and drew large crowds. Hundreds of dolls of every imaginable description were exhibited, to the wonderment and delight of the juvenile visitors and their mammas as well. Following the exhibition, all of the prize winners were invited

changes of programme and some new features will be added. It is thought that the second event will result in a greater turn-out and will prove more interesting from every point of view.

Mr. Gillam's scheme as briefly outlined is only the beginning of a comprehensive plan that is to be carried



THE BANQUET FOR THE WINNERS.

on from season to season and from year to year with the purpose of securing the interest and allegiance of the coming generation. It illustrates the broad gauge, far-seeing policy of the modern merchant who builds for permanency rather than for to-day's profits. This sort of advertising will be drawing fat dividends long after the ballyhoo of the "Bargain Sale" has been forgotten.

§ §

Theory vs. Practice.

A GENERAL tendency among window dressers is to adopt some general style of work and then stick to it through thick and thin, without regard to the kind of merchandise to which it may be applied. They have certain fixed ideas as to the amount of merchandise to be shown, the size of the show cards, etc. For instance a decorator will hold to the belief that very few pieces of merchandise should be shown and that under no circumstances should the cards be more than 11 x 14 inches. It must be admitted that these ideas are eminently correct when applied to some stores at certain seasons—but there are stores and stores and seasons and seasons. A style of display that might be admirably suited to one store would be entirely impracticable for another. There is even no rule that will apply to all stores carrying the same goods. There is but one test by which window displays can be measured—sales—the window that created the most business is the best and displays must be made to fit the merchandise, the trade catered to and the season. These are facts that are sometimes overlooked by the decorator who has an inflexible idea as to what constitutes a good display.



ROUGH SKETCH OF COLUMN.

to a banquet. This is illustrated in one of the photographs and will give some idea as to the scale upon which this idea was carried out. The whole affair was a complete success. It was enjoyed by the contestants, by the store people, and by the Detroit public in general. All of the local newspapers gave the carnival space on its own merits as an event of general interest. Another "Doll Festival" is to be held by Newcomb-Endicott & Co. sometime this fall. It will be conducted upon somewhat the same lines but there will be sufficient variation from the former one to keep up the interest. The experience in connection with the first "Festival" will probably suggest some



Plate No. 7360. Display of Furs by A. Millermaster for Ed. Schuster, Milwaukee.

This display was put in on the occasion of a September sale of furs and it produced a lot of business. White frosted foliage was used on the background and a number

of stuffed animals were introduced. In addition to the finished pieces a lot of pelts of various sorts were shown. The floor was covered plainly with white.



Plate No. 7361. Fur Display by W. R. Chandler for Nelms & Blum Co., Greenville, Miss.

The background was covered with Spanish moss which was sprinkled with imitation snow. Limbs of trees were

used for fixtures upon which to show the furs. The other details are evident.



Plate No. 7362. Display of Men's Clothing by J. A. Koerber for Strawbridge & Clothier, Philadelphia.

In this window were shown various kinds of men's informal dress. A three-fold mirrored screen was used as a background and to separate this display from an adjoining one. White flowers and foliage were introduced.

The goods were selected as being appropriate for wear at a noon wedding or for informal afternoon dress and everything was in keeping. This made an attractive snappy display.



Plate No. 7363. A Clothing Display by Monroe S. Snyder for M. Goldenberg, Washington, D. C.

This setting was in white with the fillings in black velvet. The curtain used for the background was gold

velour and the flowers were in a gold metallic effect. The show cards were shaded in gold.



Plate No. 7364. Fall Window by O. Wallace Davis for M. Nathan & Bro., Johnstown, Pa.

This was a companion to the somewhat similar window by Mr. Davis shown in this issue. The background was green velour with a border of the same material in maroon. The mirrors were surrounded by maroon velvet with large clusters of autumn leaves at the tops. The frame was of wood covered smoothly with onyx paper

in autumn tints. The column on the left was made of three columns each being smaller than the one behind it. The remaining details were handled in the same general manner that has been described in connection with the other display. The whole setting had the proper fall atmosphere.



Plate No. 7365. Exterior Decoration by E. D. Pierce for Sibley, Lindsay & Curr Co., Rochester, N. Y.

This handsome exterior decoration was put up on the occasion of a convention of Elks. Simplicity was the keynote of the whole scheme of decoration. Every alternate story was trimmed in purple and white, the colors of this organization. Life-sized elks' heads were used over the various entrances. Sixteen 48-inch dials were

used on the front of the building, and "Welcome B. P. O. E." was spelled out in letters of electric lights four feet high. These big letters made a fine showing at night. Streamers of pennants reached from the top of the building to the street lights and proved quite effective. At the corner was an immense electric clock with three dials.



Plate No. 7366. A Fall Display by O. Wallace Davis for M. Nathan & Bro., Johnstown, Pa.

The background of this display was a pleated green velour curtain with a plain border of maroon velour edged with green ball fringe. The mirrors at each end were framed with maroon velvet and finished at the top with huge clusters of autumn foliage. The floor was covered with green oatmeal wall paper and finished across the front with gold molding. Wood was used for the framework of the posts, balustrade and lattice. All of this was covered smoothly with onyx paper in rich fall tones of

brown, green, red and white. The panel at the top was a scenic panel 12 by 3 feet. It was called the "Chrysanthemum Maid" and was done in delicate pastel shades appropriate to a fall window. Frosted lamps in green shades with beaded fringe gave a pretty lighting effect. The large 12-inch frosted globe on the post contained a green lamp and added much to the effect. Woodbine in autumn colors with bright red berries finished off this very attractive setting. A fair amount of merchandise was shown.



Plate No. 7367. Shoe Display by Al. Hagen for The Grand Leader, St. Louis.

This is an attractive little display of shoes made for the fall opening. At one side of the back was a painted panel supported by three uprights. This was all finished

in white. On the other side was an ornamental composition flower box filled with hollyhocks and ferns. The floor was covered with white felt.



Plate No. 7368. Costume Display by Jerome A. Koerber for Strawbridge & Clothier, Philadelphia.

In this picture are shown a number of the magnificent wax figures that are used by this store. They are made from specifications and directions supplied by Mr. Koerber and as nearly perfect as figures can be made. The manner in which they have been arranged in the window brings

out all of the charms of these remarkable figures. The background of this setting was a large mirror in panels with French period frames. Flowers and ferns added to the effect. The finest of oriental rugs were used on the floor. In the middle was a large polar bear skin.



Plate No. 7369. Fall Opening Display by Al. Hagen for The Grand Leader, St. Louis.

This is a display that speaks for itself and requires little description. At each side of the mirror at the back was a tree made of ruscus foliage. Hollyhocks and roses

were used lavishly and their color was toned down with asparagus fern and other quiet greens. Only the finest merchandise was shown.



Plate No. 7370. Costume Display by Jerome A. Koerber for Strawbridge & Clothier, Philadelphia.

This little group shows an interesting arrangement of figures. All of them are admirably placed to give a natural effect. This window has a background of triplicate

mirrors which make it possible for a person outside the window to see the figures from all sides. A large polar bear skin with a mounted head was used over the carpet.



Plate No. 7371. Fall Display by Clyde Whalen for A. L. Killian Co., Norfolk, Neb

This is a simple arrangement that proved quite attractive. The framework of the background was finished in rough stone effect and the upper part was trimmed with

rose vines. The floral unit at the left was made up of a variety of flowers and foliage arranged upon an attractive stand. The low platform was finished with onyx paper.



Plate No. 7372. Setting for Display by Models by Fred D. C. Wahrenburg for Rurode D. G. Co., Fort Wayne, Ind.

This was a stage built in the store to serve in the showing of costumes on living models. It was 17 by 17 feet, draped in cream flannel and trimmed with smilax. The

setting was a three piece French parlor set. Palms, ferns and a number of canary birds added to the effect. Large crowds attended this exhibition.



Plate No. 7373. Fall Display by John Stiff for Kerr D. G. Co., Oklahoma City, Okla.

This setting was handled throughout in the French period of 1740 to 1750. The finish was white with the high lights relieved with gold. The oval panels were rich green

velvet. White felt was used on the floor. Asparagus ferns were used on the background and two or three Boston ferns were used on the floor.



Plate No. 7374. An Opening Display by J. T. Gilles for Arthur S. Kahn Co., Milwaukee.

This picture shows only half of what was a remarkably effective display. The other half of the window was treated in the same manner with the exception of the

merchandise which was handled differently. This picture is so clear that little explanation is needed. The colors were white and gold.



Plate No. 7375. Fall Opening Display by Aage Schiodt for Pegues-Wright Co., Hutchinson, Kans.



Plate No. 7376. A Special Background Design by Leo Van Coutren for Halli-Curton D. G. Co., Brookfield, Mo.

Dimensions of window—18 feet long, 6 feet deep, and 9 feet high. Complete temporary background was made in window trimming room, in sectional form, consisting of five imitation onyx slabs, on which were mounted plaster paris cupid heads, which supported the pergola trellis. Between the onyx slabs, and just below the pergola trellis, was a cathedral glass effect, produced by making frames of small $\frac{1}{2} \times \frac{3}{4}$ -inch wooden strips, back of this was attached colored celluloid, in variations of colors. Electric lights were placed back of these frames, which gave a realistic cathedral glass effect. Just below these frames was placed an onyx curtain pole, supported with brackets attached to the sides of the onyx slabs, and hanging from these poles were, rich green plush curtains attached with brass rings, this completed the panels between the onyx slabs. The pergola trellis and the cathedral glass window frames were of a rustic design, produced by applying a thick coat of paint over which was sprinkled light green crushed rock.

The onyx slabs had a 14-inch face and were 4 inches

thick, made of 1-inch lumber, all edges and joints being dressed down smooth before applying the onyx paper with regular paper hangers' paste, each plaster paris cupid was supported by a small onyx pedestal or slab fastened on face of large slab, small pergola trellis bracket was attached to post which comes as shown in left-hand corner of photo, next to glass of window. The plaster paris cupids were also made in the trimmers' room, by making moulds of the composition that comes on printing rollers, this was heated to a thick syrup, then poured over cast which had been placed in a box to fit the cast; this was left to harden over night then cast was taken from mould then proceeded to make my five cupid plaster paris casts, as shown in the photo, by mixing plaster paris, then pouring it in the mould and leaving it set 2 or 3 minutes, when the cast was ready to be removed, this operation was repeated until the five casts were made then these casts were treated with a light coat of paint which gave them a pure, soft white finish. The flower decoration was a Japanese wisteria vine and flowers.



Plate No. 7377. Opening Display by Will R. Ashby for Kieth-O'Brien Co., Salt Lake City, Utah.

The columns and framework of the back were covered with bark paper. The main surface of the back was blue

plush, trimmed with gold. The grape vines and sprays were in metallic colors.



Plate No. 7378. Fall Fur Display by Al. Hagen for the Grand Leader, St. Louis.

This was an attractive way of fixing up the fur section for a sale. A series of light frame trellises or pergolas extended over the counters throughout the department. Quite a variety of stuffed animals were used.

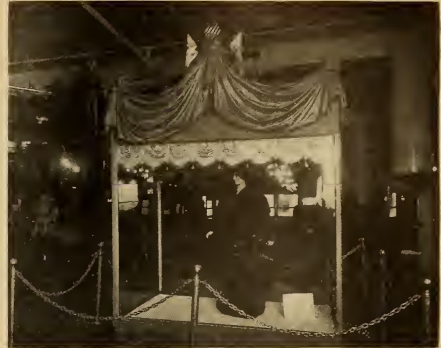


Plate No. 7379. A Decorated Case by Al. Hagen for the Grand Leader, St. Louis.

This case was decorated for a fur sale. The garment in the case was a magnificent coat of imperial sable and was valued at \$25,000. Another view of the fur section of this store is shown in this issue.

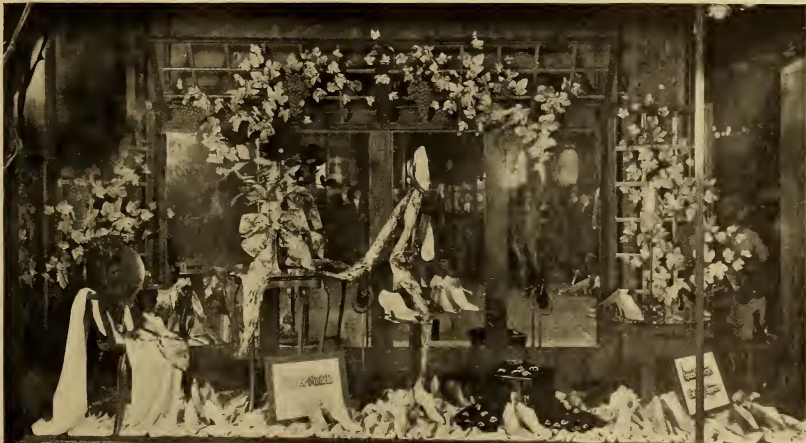


Plate No. 7380. Display of Shoes by The Regal Store, Pittsburgh, Pa.

Here is a display of shoes that is far from the ordinary. There seems to be a very general impression that the only way to show shoes is to crowd the window as full as possible. This picture proves that it is possible to

make a really artistic display of this class of merchandise. About two dozen styles of slippers were displayed in this window and every sample stood out perfectly. Fall grapes were used on the background.

MERCHANTS of Kansas City, Mo., estimate that they annually lose \$50,000 through shop lifters. A meeting was held recently which resulted in the employment of a number of special investigators and detectives to break up the gang that have been systematically looting the big down-town stores.

THERE are many stores that carry fine merchandise but display it with the antiquated equipment of twenty-five years ago. Proper store fixtures are not a luxury. They constitute a convenience that the public is beginning to demand. If one merchant cannot see the advisability of modern equipment, it is likely that his competitor will.

The Principles of Men's Wear Display

By Harry C. Davis

This is twelfth of a series of twenty-four articles that will cover every phase of the display of men's clothing and allied lines. Mr. Davis is a conceded authority on this subject which he will handle in detail from beginning to end. The articles will be fully illustrated with drawings, diagrams and photographs and will be written in a manner that will prove equally valuable to the merchant and window trimmer.

Something About "Ideals"

"I have bethought me of another fault."—

Shakespeare

SEE, EVEN the bard* immortal, to whom all the world was a stage and everything on it interesting, found faults! Even the busy, deep, serious yet happy-go-lucky Shakespeare, who sought the gay side of everything, admitted there were things of which he could not sing praises. Yes, William went even further at times. If he wanted a fault and could not find it, he made one. They do say that he was possessed of a great collection of them. They do say, too, that he was a "good sport." Well, let's all be good sports and not get "sore" if somebody finds faults in our pet ideas—our ideals.

And let us always listen to whatever the other fellow has to say; and look in whatever direction he may point. He may say something we, ourselves, have not thought of and to which we may well devote some thought; or he may point out something we have overlooked. But even if he does neither of these things, he may at least start in our minds a line of thought that will lead us in the direction of doing something *big*. Big things seldom are the result of accident; they are, nearly always, born of thought. But even the most fertile minds bear little of the worth-while sort of stuff unless subjected to a liberal sprinkling of suggestion now and then. Granting this is true, then why should anyone seek shelter when someone else lets loose a storm of opinion—which may contain not a mite of reason, yet just a wee bit of valuable suggestion? We cannot always agree with "the other fellow," but we can lose little, if anything, by hearing him out even if he be a crank, a chronic kicker or a wind-bag in human form.

I do not care what you may see fit to "label" *me*; nor do I want you to agree that the methods I believe in are right, or best for us to adopt in our tussle with the young giant of a business that we are trying to master. But I do care whether this my poor mite is to serve in some small measure to attain that for which it is contributed, i. e., to make you *think* and try to correct some of the many mistakes we all make; to pull up by the very roots some of the faults of our present-day methods.

Faults, faults! We seem to find a lot of them.

Well, we must find them before we can eradicate them, and if we do not try to find and get rid of them, then to what sort of an end are we working? Withal, it is a queer sort of business with a way strewn not with roses! But it is *our* business, brother Trimmer, and what we make it, is exactly what it is going to be. If we sometimes work *and work* for results that do not materialize; if we get disgusted and we tire of our work, we do nothing more or less than men in other lines. Do we? No, of course not! There is something about the business that *holds* us, once we get into it. At times we bewail the day that saw us enter the business, yet we "stick." For all its faults we love it still! As that great maker of word pictures, Robert Louis Stevenson, once said to a painter-friend: "This is the life we have chosen; well, the choice was mad, but I should make it again."

Now, the fault of which I have bethought me is this: Many trimmers seem to have an *ideal* toward which they work from season to season and year to year. They may never quite reach the ideal of their mind's eye, but they work ever around and toward it and the effects of its influence is to be seen in every display they arrange.

You may say there is no fault to be found with this sort of thing, if the ideal is a good one—and I will agree with you if you do. But *there* is just where fault is to be found. The ideal is too often *not* good for the good of the store. This is especially true of those ideals or ideas which necessitate using elaborate decorative settings for which valuable display space must be given up—and merchandise which might be sold, if shown in that space, lies *unsold* in stock.

I wonder what your ideal window display is like? I know what mine is like, but I'm not going to attempt to picture it to you. Nor do I expect to ever see it anywhere except in my mind's eye. Why? Well, to be frank, I don't want to lose my job; neither do I want to see any firm that I may work for "bust up in business."

My ideal! I believe it would be more beautiful than any window I've ever seen. I would want a full year's time to complete it and it would cost a lot of money. I am quite sure it would make people *look* and talk. Often I sit and look at it; make changes in it, improve it, admire it and pat myself on the back for getting such a fine result. Then I wake up, "come out of it" and ride back to earth on the realization that the thing could never be the direct means of selling a penny's worth of men's wear. It might, serve as *indirect* means to such an end, 'tis true; but why, in the name of common sense, should we use the indirect

when the *direct* is more convenient as well as more effective and much less expensive?

Have you an ideal window? Of course you have! What is it like? Will it sell goods—lots of 'em? If it will, then, by all means bring it to light and life—for it will make a fortune for you. But if it will not, then bury and forget it! Never let your *ideal* get the best of your common sense—which if given half a chance will hatch at least one *idea*, worth a thousand ideals, every day.

Possibly *you* are an admirer of floral and architectural settings. If you are, let us "shake," for I, too, am an admirer of them—that is, if they are *beautiful*—but I am not a believer in them. Now and then we see some really beautiful ones; things that show the designer's knowledge of decorative art and commendable creative ability. But just as often we see *things* created for decorative purposes by someone possessing neither knowledge nor skill nor even taste; and which cost money, take up much valuable space and are anything but truly decorative. In either case they *too often occupy valuable display space*—and the store, any store, would be better off without them.

I do not expect, much less want, you to take *my* word for this, for there are many men who have spent more years in the business; made better use of their time and more progress than I. Let us find out what some of them think about it. Let me tell you a little story—taken from life.

SOME REMNISCENCES

A few months ago there met in my workroom two window trimmers who, some years ago, worked in neighboring stores in a certain western city. Greetings over, they fell to recounting their experiences and comparing the means and methods of "the old days" with those of today. In the course of a most interesting review of their doings in the past one asked the other: "Do you remember how we used to work for weeks at a time on some outlandish thing we called an 'original design,' and how, after the thing was ready, we would keep the windows covered up for days while setting up the masterpiece?"

"Yes, I remember that and more, very well. We not only kept the windows covered, making it impossible to display any goods, for days at a time, but we gave the goods very little consideration at any time. Our original designs were the things of real importance. They were what we wanted the people to see, and the less merchandise we used, the better our do-dads would show up."

"True as you live, old man! Funny, too, isn't it? And the funniest thing about it is, both we and our employers thought those awful things we built really were artistic and that they would induce people to go inside and beg for the things they did not see displayed in the window. In those days we paid little attention to the goods or how we put them in the windows. We didn't see any of the decorative possibilities, in the goods, that we see in them today. We centered our eyes and thoughts and physical efforts on the fancy designs, the arches, columns, grille-work and what not. Quite different today in most stores."

"Well, I should say so; quite different indeed! Think of the time and money we used to spend on mechanical windows. We would work our heads off building things that would *move*—and then go outside to mingle with the crowds and hear such things as: 'They've got a mighty clever window trimmer

here haven't they? 'Yes he's got some great ideas.'

'Do you think *he* made it, or did they buy it? 'I wonder how they make it go, etc.'"

(*But never a word about the merchandise displayed in those windows.*)

"Such things were sweet, heavenly music to our ears, and we didn't care a tinker's if the windows did not sell a penny's worth of merchandise. But you can't work that kind of a game very long today. You've got to make the windows attractive and *make them sell goods*, too, or make room for the fellow who can in most stores."

"Indeed you have—in successful stores. Most merchants as well as ourselves have awakened to the fact that the buying public takes little or nothing for granted. People will not take for granted you've got the kind of clothing they want because they see a Louis-the-steenth throne room in your window. They are all 'from Missouri' and want to be shown—the *goods*. There are hundreds of people who will not go inside a store unless they see in the windows something that looks good to them, something they can use."

"That is it, exactly! And the 'big trick' of the business, today, is to show all you can and make everything you show look *tempting*. The latter can be done with almost any kind of merchandise, if the surroundings are neat, clean and good enough to hold their own; and if we center our energies on doing just the right thing *with the merchandise*."

"Yes, that is true. But do you not often long for the old days and a chance to try your skill at building things, once more? I do."

"Do I." I certainly do. It was a lot of real fun as well hard work for us and expense to our employers, figuring out and building all those fancies; but our air-castle days are past and gone never to return, for that sort of thing *does not pay*."

"*Best men are moulded out of faults.*"—Shakespeare.

Hello, here is our friend William, again! He seems to be always on the job, and always with some fitting thing to say. So much for Wm! Now let us go back to our other friends.

EXPERIENCES TEACHES

As I had known these men for several years and had seen them rise from rather obscure positions in a small town, up, up, from time to time and each time to a better position until, at last, both came to hold as high-salaried positions as are to be found, I thought: In that little quotation from Shakespeare there is infinitely more truth than poetry—as the old saying goes. And I still think so; for there is little doubt that these men owe their gradual, yet consistent, rise from positions of little note to enviable berths in the best men's-wear stores in two of our largest cities to nothing but having abandoned methods which they found by trial to be faulty, impracticable. Nor is it difficult to see that in their progress they cast into the discard some of the most-liked things their chosen business held for them.

I happen to know that these men were attracted to the business by the opportunities it seemed to hold for them to exercise their inventive and creative inclinations, to put into material form the things their imaginations were ever picturing. They began with *ideals* which, in due time, they found to be faulty, unworthy, and which they gradually relieved themselves of, replacing them with *ideas*, methods which experience told them would increase the value of their

services. It was very plain that they gave up the building and use of "do-dads" and "fancies" with no little reluctance; and that they fairly *ached* to once more set to work on such things. But they will never do it, for they *know*, as one of them said, it "does not pay."

And if it does not pay in the big, successful stores where these successful men are employed, do you think it will pay in *your* store. If you are a merchant and you are addicted to "fancies" and "do-dads," that take up valuable space in your windows, it would be a good idea to "cut them out" for a while; take the money they cost, add it to the sum you have set aside for a trimmer's salary in the past and with this lump sum engage the services of a window man whose methods are modern, productive. You will have to pay him a pretty fair salary, but you need never pay him what his services will be worth to your business. If you tried this for just one season, I think I could tell you how long it would take to reconvert you to the "old way."

DECORATIONS

Now I do not mean to say that decorations of all kinds should be tabooed, for nothing in the world is more effective than floral and architectural decorations of the right sort, properly used. A rich graceful vase; a handsome basket or a pretty box in which flowers and foliage are tastefully arranged, will very often live up and enrich a display as nothing else will. Judgment should of course be exercised in selecting and arranging such decorations. We must select appropriate decorations and guard against *over* decoration. As for the latter, do just *enough*, then *stop*—would seem a good rule to follow.

The Japanese excel all other peoples in the art of arranging flowers and floral decorations; and much can be learned from any one of the many splendid books which have been written by students of their methods, and which are to be found in nearly all public libraries. These little brown people of the far East seem always to consider quality before quantity; and we of the West would profit much by adopting some of their methods.

It seems hardly necessary to say that *seasonable* flowers, foliage, vines, etc., should always be used, if "greens" are used at all, but to mention it will do no harm. Then, too, the color and the variety of such things should be considered and selected with more than passing care. And if this is done, the quality of the material from which they are made will, of necessity, be the right sort.

Rare, indeed, is the flower, plant, shrub, vine or leaf that we cannot obtain from manufacturers of artificial flowers. Some of these things are more beautiful, because more natural-looking, when made of paper; while for others silk, cotton, velvet or some other cloth must be used to obtain a fair likeness of the color and texture in those of Nature's making. Yes, it is very easy to find anything we want, but too much care cannot be exercised in selecting the variety and color that will insure harmony with the merchandise with which the decorations are to be used. This, I realize, is hewing the proposition down to a pretty sharp point. You may think any flower, vine or plant will do, if it is seasonable and pretty. Perhaps it will in a way; but you will find, if you try different kinds of floral decorations with some one kind of merchandise, you will seem to strike a discordant key quite as often as a harmonious one. For example: If you were to place a vase filled

with blue or yellow field flowers in a display of outing wear, the effect might be very pleasing. But do you think you would like the same thing in a display of evening wear? Would not a vase of roses or carnations be more harmonious? And would not *red* ones liven up the somber black of the garments, if they happened to be suits; and *pink* warm up and relieve the cold, hard effect of a unit of shirts? Think it over; and see if you can't think of many other combinations of flowers, foliage and merchandise in which harmony or else discord is to be found. It is very easy to strike a discordant key. Any one can do it. To strike a harmonious one every time is not so easy for the novice. But why be a novice all your life? Why not make your wits carry you over the bounds of the narrow field of novelty onto a higher, more respected, more profitable plane? You can do it, if you apply yourself, fill your whole system with the *I-Will* spirit—and avoid all other spirits.

Now, if we agree on these things, let us see *how* many flowers, sprays or vines we are going to use. For one display let us use some flowers of some suitable variety and color. Well, shall we use one or two vases? Shall we jam the vase or vases full or use just enough flowers to make them appear "worth something?" How much space does the display occupy? Eight by five feet, perhaps. Can't use more than one vase, then; nor too large a one, nor, again, too many flowers. It is an *apparel*, not a flower display, you know.

BE SAFE AND CONSERVATIVE

Thus, I think, we should try to reason and act along safe, conservative lines, lest we *overdo* and find, when our displays are completed, effects quite the reverse of that for which we aim. For an overdone bouquet or floral decoration of any other kind creates a "cheap" rather than a rich effect, just as a great "flash" of jewelry or "loud" clothes creates a "sporty" atmosphere around a person who wears such things. Does the well-bred man bedeck himself with "stones?" Hardly. Will the lady of refinement who loves flowers wear a *wreath* of roses or will she select and wear *just one* of rare beauty, of quality? Again, think it over. See if you can't make such thoughts apply to and regulate your use of floral decorations in your displays. Then, if you like, we will talk about architectural decorations, set pieces, backgrounds, etc.

§ §

PRACTICALLY every big store now uses transfers which are a convenience to the customer and at the same time effect a saving for the store. These transfers would be used far more than they are if salespeople would consistently suggest their use to customers. They should be instructed to this effect.

§ §

GOOD merchandise is frequently cheapened by the careless way the clerk handles it. An expensive piece of goods will be yanked from its place and slammed down on the counter as though it were a stick of wood. The greatest of care should be used in handling good merchandise both on account of the goods itself and because of the effect the action may have upon the customer.

DEPARTMENT STORE CARD WRITING

By G. Wallace Hess

This is the third of a new series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

IT IS just as idiotic to say that everyone possessed of ten fingers can become skilled cardwriters as to say that they could become skilled pianists or skilled surgeons. It is equally true that lack of application prevents many from becoming cardwriters. I have seen scores of cases where the student felt that he should have a new alphabet every week while it requires weeks alone to master even the simplest alphabets.

The cool season is approaching and many readers are willing to work a little in the early morning hours or in the evening. In these articles it is my intention to try and interest a clerk or other employe in every store into which this magazine goes and also to try to help the ones who are already doing card work.

As far as our interests are concerned there are practically two kinds of cardwriters, viz., the clerk or trimmer who makes two or four cards a day and the one who makes large quantities. There are many individuals who can make a card sign or two for their own small needs and do it in a creditable man-

ner and yet you could not call them cardwriters. You cannot learn free hand lettering by making a few cards a day and if you are so situated that you can use a soft pencil at odd moments when it would be impossible to use a brush or pen, try sketching figures in slant italic or roman style about two inches in height. Steady intelligent daily practice where the head is used as much or more than the hand is what counts.

Many students would not see any connection between the music pen roman letter shown last month and brush lettering, yet if you will take a No. 3 letterer or number ten rigger with hair about five-eighths inch long and train it flat, you would find that after you had practiced the music pen letter for four or five weeks that the above brushes used as described would start you on the road to single stroke roman lettering and that the only different stroke would be that you would have to run the brush on edge for the hair lines. Another thing which helps greatly is the fact that in the music pen alphabet you cannot make

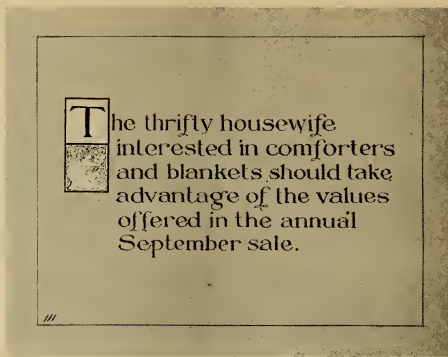
Adaptable to 2 1/2 Soennecken pen, cut off music pen or lettering brush.

A B C D E F G H I
 J K L M N O P Q R S
 T U V W X Y Z R S
 a b b c d d e f g h i j k h k l l m n o p q r r
 s s t t u v w x y z 1 2 3 4 5 6 7 8 9 0 \$ %

HERE IS A PRACTICAL ALPHABET THAT WILL "STAND UP"



CARD NUMBER 110.



CARD NUMBER 111.

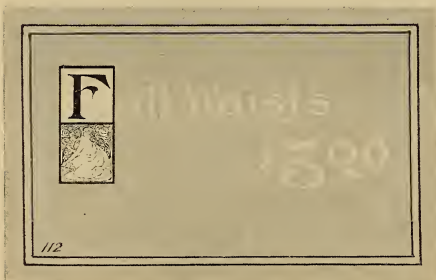
a letter the wrong way, that is, the very nature of the pen itself prevents you from getting an unnatural position.

To learn single stroke roman lettering or what is commonly called such, take a flat newspaper unwrinkled—the want ad pages of the large Sunday papers are ideal and rule head and base lines lengthwise the page or parallel with the ruled lines which divide the columns. Begin with about an inch cap or three-fourth inch lower case using the number three letterer or number ten rigger and good heavy opaque color such as English vermilion or chrome yellow—using the brush trained flat.

You might also try the same plan on the alphabet

shown here. This alphabet is best adopted to the No. 203 and 204 Soennecken pen and the music pen. There are only two music pens fit to use the Leman English pen and the German pen. The American made music pen is worthless in comparison—it scratches and is too flimsy.

No. 110 Autumn overcoat was card made on tan mat board. In the two display lines the lower case n is a strong half inch in height, the body lettering three-eighths. The missal initial in white, red outline, gold ornamentation. The gold used is the little decorative gold in china saucers made in Germany generally to be had in art stores or dealers in supplies at ten cents each. It is known as metallic colors and



Fall Hats
from the very best
makers priced at
\$35.00

114



CARDS NUMBERS 112 AND 113.

Cravats
of exceptional quality
for early fall priced at
fifty cents + + + + +
Just inside the door

115

CARDS NUMBERS 114 AND 115.

can be had in about ten different colors: four shades of gold, silver, copper, crimson, orange, lemon, fire red, emerald green, rose, carmine, violet, marine and sapphire blue. A few drops of water are put on top of the pan and left to soften a moment, then worked up with a clean sable brush.

For small or even medium-sized decorative work they are very inexpensive. One of the saucers can be put in a tumbler about one-fifth full of water, left to soak over night—a few drops of mucilage added in the morning to prevent rubbing owing to the quantity of water used—and it can be used in the air brush to good advantage on small work.

Card No. 111, music pen alphabet, used entirely with panel pasted on. Height of lettering three-eighth inch. Red initial Card No. 112. Green mat board. Border of light green outlined with dark. White lettering, single stroke. No. 3 letterer used. Card 7 x 11 inches as are numbers 113, 114 and 115.

Card No. 113. "Fall millinery," music pen caps, body slant pen letter. This card in a millinery window will sell as many hats as a full sheet and look a thousand per cent better. The average woman won't pass a millinery window without stopping and reading a card or price ticket.

No. 114, "Fall hats"—single-stroke brush, body brush. Now if you are skeptical about the merits of small pen lettering in comparison with brush compare the body lettering of this card with the other cards of similar layout shown here and see which looks the best.

Card No. 115, "Cravats," outlined music pen, body slant music pen, initial panel in green and gold which will photograph strong in half-tone while it was delicate on the card. Wherever possible the location of the different sections should be stated on a window card.

In card No. 110 the attention is called to the fact that it is possible to make a better looking card with several or many words thereon than it is where only three or four words are used. Get in touch with some good metropolitan paper carrying the ads of big stores and learn to condense or reconstruct the various headings or descriptions of certain merchandise and you will be on the right track to write copy for your own window cards.

The buying public is growing more intelligent every day and we have stores galore where you could send a ten-year-old child to buy a diamond or a gold watch and know that he would get value received or the money back, and so the old "catch phrase card" is a thing of the past.

If in doubt just write a few simple words about the goods itself or ask the buyer their merits and then write a simple little sentence—but shun the "These bargains loom up like a monument on the side of a mountain" catch phrase, often seen in books—and I've seen such a card in a window.

Now is the time to begin to think ahead of cards for openings and Thanksgiving, and Christmas is only a few days away figuratively speaking.



Plate No. 7381. A Hallowe'en Display by James W. Mann for B. B. Fowler Co., Glens Falls, N. Y.

The large columns in the corners were stucco with electric lamps and shades having Hallowe'en panels. The grey moss effect was produced with crepe paper with here and there a bat, owl, jack-o'-lantern or black cat to suggest the occasion. In one corner was seated an old

witch with her broom. At the extreme left was displayed a dress that was something of a curiosity. It was more than 100 years old and had been made by a crazy woman as was explained on a show card. The gowns shown in this display were all black.

WINDOW ADVERTISING

AN ADDRESS ON AN IMPORTANT SUBJECT MADE BY
ARTHUR W. LINDBLOM, WINDOW DRESSER FOR
THE NEW ENGLAND FURNITURE AND
CARPET CO. OF MINNEAPOLIS

FOR several years Arthur W. Lindblom, head window dresser for the New England Furniture and Carpet Co. of Minneapolis, has been working along original lines in window display. Mr. Lindblom contends that the sales on nationally advertised goods can be increased tremendously if they are properly displayed in the show window at the same time they are advertised. He has had a good deal of practical experience in this line and the address delivered by him before the window trimmers' convention in Chicago aroused much interest. Mr. Lindblom said in part:

"Gentlemen, the calling of the window display man is one of the greatest importance to the commercial world, and I believe that we who are gathered here today—who have been following this calling for years—do not fully appreciate how great are the possibilities of the fertile field in which we are working. We know that we are doing good work for our employers and that we are daily promoting the sales of an immense aggregate amount of merchandise at retail, but I am afraid that most of us fail to realize how vital our services are to the manufacturer who provides the retailer with his stocks. We do not realize how the great national advertisers look to us for co-operation.

"As an example, do you clothing men realize that Cluett, Peabody & Co. recently spent \$10,000 to advertise one of their new collars? That is not such a great amount as advertising goes, but it will serve to illustrate the point I am getting at. Naturally you as a window dresser are looking for opportunities to increase the selling force of your displays. This collar advertising was an opportunity for you. It furnished you a chance to take advantage of the national advertising of Cluett, Peabody & Co. and to make your store the connecting link between this advertising and the public. Presuming that you carry this collar that is advertised, what an easy matter it is to put it in your windows and show cases with appropriate reading matter based upon the national advertising campaign of the makers. This requires little effort and no expense, yet it places your store in a position to make the most of the money that the manufacturer is spending. All that is required on your part is a little observation to learn what is going on in the advertising world. Similar instances are coming up daily—new goods that your store carries are being exploited in the daily newspapers as well as in the magazines of national circulation. Watch for these advertisements; always be on the alert for a chance to take advantage of the general publicity that the manufacturer is paying for. It is true that most of the manufacturers notify the retailer of what they are doing, but it frequently happens that this information goes astray—at least it never reaches the window dresser. He must keep his eyes open and be ready to make the most of any opportunity that is presented—and he will find that most of the chances arise from his own alertness rather than from outside information.

"As to this I can speak from personal experience. Here is a case that will illustrate what I mean: Not long ago I saw an advertisement in one of the leading magazines. It was put in by the Sill Stove Co. of Rochester, who make the Sterling range. The advertisement stated that this stove would bake a barrel of flour with one hod of coal. Here I realized was an opportunity for a good demonstration display. This stove was out of the ordinary—it would do something unusual and I felt sure that its good points could be forcibly impressed upon stove buyers through the windows of the New England Furniture & Carpet Co. The advertisement stated a fact—but there are many people who might not read the ad and others who would read it might not believe it. My idea was to put the thing before the public in such a

striking and convincing way that the demonstration would carry conviction to everyone who saw it.

"It is impossible to go into all of the details concerning this display but I will outline the main points which were made as simple as possible in order that they might stick in the mind of everybody who saw the display and might be in the market for a range. The principal points to the window demonstration consisted of the range, a barrel of flour, a hod of coal, and the result of this combination—*two hundred and sixty-eight fine brown loaves of bread*. Of course there were plenty of explanatory show cards—I am a firm believer in show cards that tell something—but the main argument was the bread. You can imagine that this much bread would attract attention in a show window. It did—from that display the direct sales amounted to fifty-two ranges at an average of forty dollars in three days. Now, I dare say that had we not followed up that advertising in the way we did or by some similar means, we would have done but comparatively little business during that week, as it was a particularly dull season. The dull season is for dull people—if the window dresser is on the job all the time and will keep his eyes open it will be found that there are always people who are willing to buy if things are presented to them in the right way.

"I have just mentioned this instance briefly, as it shows how easily the window display man can work hand in hand with the national advertiser. And in this connection I want to make the suggestion that this body could appoint a committee that can work in co-operation with a similar committee to be appointed by some of the national advertisers. I fully believe that a great deal of good could come of such an arrangement which would certainly be for the good of all concerned.

"Do you gentlemen realize how many millions are spent every year by national advertisers? Without the co-operation of you gentlemen I dare say that the proportionate results from this immense expenditure would be very small. Then why should we not all co-operate even more closely? Why should we not each of us study the lines we carry and the manner in which the manufacturers place them before the public? It is in work along these lines that the greatest opportunity of the window dresser lies. There is hardly any limit to what he can do if he has the faculty of making the most of circumstances.

"There is absolutely no good reason why our membership should not receive the same recognition as the membership of any other advertising association, for in the general scheme of distributing merchandise the window dresser's work is just as important as that of the man who writes advertisements. I know that in point of quality you are 100 per cent efficient, and I am so confident of what can be done along the lines suggested that I am much in earnest about this suggestion. I feel that I have a real mission in presenting it to this convention and I trust it will meet with your approval as I am certain that it will be sanctioned by your employers, manufacturers and advertising men in general.

"The money that is wasted annually through the lack of perfect co-operation between retailers and manufacturers is tremendous. I know from observation that fifty per cent of the general advertising matter such as yardsticks, booklets, souvenirs, etc., is wasted. Not infrequently I have gone into the basements of stores and seen catalogues and other advertising matter in their original shipping cases, waiting by the furnace to be burned. This is all wrong and the great loss could be avoided by a closer co-operation between manufacturer and window dresser.

"We all know that window displays are put in for the purpose of selling goods and if we don't accomplish that aim they are failures. On the other hand if through co-operation we can accomplish more than we are now doing it will be for the benefit of us not only as individuals but will help to raise the standard of all window dressers. Appreciating the importance of this matter, it is with no little sense of responsibility that I am stating my stand. In making the suggestions that I have it has been done in the full belief that if these ideas can be practically carried out it will be for the greatest benefit of all concerned—for our employers, ourselves and for the manufacturers who make the goods we display in our windows."

Mr. Lindblom had much more to say along the same lines and gave a number of interesting illustrations to give weight to his contentions.



Plates Nos. 7282-3. Fall Display by J. M. W. Yost for Penn Traffic Co., Johnstown, Pa.

This was a highly pleasing fall display of dress goods. The background was of golden brown silk velour put up in wide pleats. The framework was of composition board covered with onyx paper of a brownish shade laid on perfectly smoothly. The central feature of this setting was an ornamental lamp on a decorative pedestal. This may be seen in the small picture. The whole was covered with onyx paper. Cream colored grape leaves with pearl grapes constituted the decorative used. The two full form drapes were made without cutting the materials.

Bargains

BARGAINS have been advertised to death. Judging from the advertisements of the average store (providing one believes them) it would appear that the retail business of the country is conducted entirely upon a basis of bargains and "greatly reduced prices." The great trouble is that there is too much advertising of bargains and too few real bargains. The public has grown tired of or reading about the "wonderful values" that are described in "The Greatest Value-Wrecking Sale Ever Inaugurated."

Every store offers bargains occasionally, but no store can live on bargains alone. They are merely an incidental to the aggregate business. Many of the best stores have got away from the "bargain" idea entirely. They find that it pays better to advertise style, quality, new and seasonable goods. When special values are offered they are advertised in a modest way. Most of the advertising sins that are committed are under the name "bargains" and the public is tired of this sort of dishonesty.



ADVERTISERS sometimes make the mistake of publishing statements that, while strictly truthful, are so unusual as to be hard of belief. This not only is wasteful in a money sense but it jeopardizes the reputation of the store.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

—ABSORBING—

"Harron's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Adviser"	Established 1903
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MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The National Association of Window Trimmers of America

*.*In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

*.*Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

*.*When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*.*Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

September, 1913

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Learn To Make Show Cards

EVERY window dresser should have a practical working knowledge of show card writing. Even if he may happen to hold a position where he is not required to make the cards, it will be a great help to him to understand the work and to be able to turn his hand to an emergency job occasionally. It will also enable him to tell whether the work of the regular card writer is what it should be.

But the average store in these days requires a man who can combine the work of show card writing and window dressing. Naturally a merchant is willing to pay more to the man who can do both than to him who has mastered only one line.

There are many window dressers who have been deterred from taking up card writing, for the reason that the few awkward experiments in this line have turned out so badly that they have become discouraged before they have really made a start. A comparison of their sprawling and distorted letters with the smooth work of the experienced card writer has led them to believe that they can never master the art and they have given it up as hopeless.

In this they are mistaken. Possibly there may be men who cannot learn to make show cards but these are extremely few. Practically any one who will study and practice can master the art of show card writing in comparatively short time. It is largely a matter of getting the right start and then practicing. There are several good schools that teach the fundamental principles of show card writing in a few weeks. Of course it is impossible to turn out a finished expert in two weeks, but in that time the student can be taught all that is necessary for him to know to make a first-class card writer with practice. The school teaches him the proper tools to use and how to use them. He is drilled in the right way to manipulate brush or pen, and is shown how to avoid the mistakes that are commonly made by beginners. From that time on, his progress is merely a matter of practice and observation of the work of acknowledged masters of the craft. Naturally some will progress faster than others but almost any one can become expert in the work if he will only get the right start and then keep at it persistently.

The trouble with many beginners is that they generally are too ambitious and want to make fancy cards before they have learned to turn out the plainest ones. The amateur almost invariably runs to fancy lettering and much ornamentation, but as he gains experience he tones down his work, making it plainer and plainer. It is an anomaly of card writing that the beginner who is altogether incapable of doing it, makes the "fancy" cards, whereas the experienced man could easily make fancy ones if he chose to, sticks to the plain cards.

The beginner should learn the fundamental prin-

ciples and then start out to master a single stroke. When he has learned to make one stroke properly, another may be taken up. Comparatively few strokes are employed in the making of an alphabet and the beginner should have a fair proficiency in these before he attempts to make complete letters. By going at the matter in a systematic way and learning the basic principles thoroughly, the student will progress much faster than if he goes at the business in a haphazard manner. But, certainly, every window-dresser should understand card writing.

§ §

It Don't Pay

SOME time ago a big metropolitan clothing store was preparing to move into new quarters. Prior to the removal a big clearing sale was conducted with much blaring of advertising trumpets. "All of our fine suits and overcoats marked down to \$15—formerly sold at \$25 to \$50," was the way it was advertised, and as the store was an old one of established reputation, the sale proved an immense success. It was so successful that practically all of the old stock was cleared out ten days before the removal was to take place—this however did not stop the sale. Although all of the good stock, with the exception of a few odd size garments, was sold out, it was an easy matter to buy up a lot of cheap odds and ends to take the place of the regular high-class goods, and this was done.

The windows were trimmed with handsome suits and overcoats of well-known brands which were conspicuously displayed and show cards intimated that the store was full of the same kind of clothes at \$15. A careful and unbiased examination of the stock, however, showed the sale to be a fake pure and simple. The goods on sale were generally fair \$15 values and a few shop worn specimens that might have once been worth a little more. To test the matter, the investigator asked a salesman to show him an overcoat like one that was displayed in the window marked "H. S. & M." The foxy salesman replied by asking what size was wanted. On being told a thirty-eight, he said that he was sorry but all of the thirty-eights had been sold. Only the smaller sizes were left in that style.

"Can't I show you something else. Now here's something nice in a thirty-eight," etc.

"All right," said the investigator, "I'll take a small-size coat like the one in the window. I want it for my boy."

At this the salesman was somewhat confused but he put up a big bluff of looking for the coat. He walked away and that was the last seen of him. Another salesman was tried with like results. Then it was suggested that the coat be taken from the window, but the salesman explained that this was against the rules of the store. By this time the investigator began to enjoy the game and one after another he would

buttonhole a salesman and ask for the goods advertised in the window. He was very earnest and apparently entirely innocent in the matter, so he was able to interview quite a number of salesmen before the floor manager's notice was attracted. The latter astute gentlemen sized the persistent visitor up as a spotter for some other store and did not hesitate to intimate as much. He was not a spotter, however, but a very good customer of the store who had been told the sale was a fake and wanted to investigate for himself. He found out.

The fake sale is an extremely poor business proposition for a store that expects to continue in business. It may fool some people in the beginning—but not in the end. It constitutes misrepresentation if not downright dishonesty and is on a par with all other dishonest methods. We have heard a lot lately about honest advertising—let us have more of it as applied to so-called bargain sales.

§ §

THE salesman who carries a chronic grouch will nullify the effects of the best advertising. Get rid of him before he gets rid of your customers. He is a nuisance to himself and to everyone who comes in contact with him.

§ §

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1913 have been made as follows:

AL. HAGEN, St. Louis.
BERT CULTUS, Tacoma, Wash.
W. H. HINKS, Minneapolis, Minn.
J. O. BUCKWALTER, Pittsfield, Mass.
W. L. BLAYNEY, San Francisco.
E. M. McCARTNEY, Pittsburgh, Pa.
B. J. MILLWARD, St. Paul, Minn.
J. J. FARREN, Savannah, Ga.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

MAIL ORDERS

EVEN IF A STORE DOES NOT ISSUE A CATALOGUE THERE ARE ALWAYS MORE OR LESS MAIL ORDERS THAT SHOULD BE HANDLED IN A SYSTEMATIC WAY—SUGGESTIONS FROM A WESTERN STORE

EVERY big store, whether it caters to this branch or not, receives a certain number of mail orders. This mail business can be built into a big thing if it is handled in the right way. On the other hand it will "die a boring" if it is not given a reasonable amount of intelligent attention. Every store, no matter how small this business is, should have some person whose duty it is to look after mail orders and see that they are filled accurately and promptly. With the facilities for delivery offered by the parcels post there is all the more reason why the local retailer should use every effort to develop the mail order business possibilities. In the average store, however, especially the one that does not issue a catalogue, the mail orders are handled in a more or less haphazard manner. The store of A. T. Lewis & Son Co. in Denver is one of the big establishments that does not issue a mail order catalogue. There is an excellent system however that takes care of this business. The following instruction to employees will give some idea as to how this branch is handled by the Lewis store:

Those who receive personal orders from their friends or customers will find the Mail Order Department can assist them materially in handling such orders if they will act according to the following suggestions.

When an order is received, if accompanied by a remittance, take it to the cashier in the main office and have the amount credited on the letter. If it is not accompanied by a remittance, take the letter to the credit office to be O. K'd for credit, unless the customer requests to have the merchandise sent C. O. D. Before filling the order it is well to get a mail order transfer from the Mail Order Office, especially in cases where several articles are ordered.

If you wish to make the selections personally, have all sales checks marked "M. O." and if shopping on a mail order transfer have the number of the transfer placed on the sales check, and send the merchandise with the duplicate checks to the shipping room in the basement, and the original checks and, if possible, the letter ordering the goods, to the Mail Order Office on the fourth floor, where every detail regarding the shipment, returning extra change, should there be any to be returned, and correspondence, will be attended to without any further trouble to the recipient of the order.

When orders are attended to in this manner there will be a full record of the transaction on file in the mail order department where it can be found at any time. This method of filling orders does not take any credit from the sales person or the department, but it does help the Mail Order Department and facilitates the handling of all out-of-town business that comes in by mail and it certainly will prove a help to the individual receiving the order.

In cases where one does not wish to take the time to give personal attention to any order received, the Mail

Order Department will gladly take care of such orders, giving them to an expert shopper having good taste and judgment in making selections, and will take as much pains with the order as if the customer accompanied her. All requests for samples will be handled in the same way.

When mail order customers ask for mail order catalogue, take the name and address, telling them we do not issue a catalogue, but will be glad to send them such advertising matter that we do issue from time to time, and are always glad to submit samples, give any information concerning our merchandise, and when desired, arrangements can be made to send merchandise on approval.

Now a word as to customers purchasing goods to be shipped out of town.

In the first place if agreeable to the customer, call a general salesperson to assist in the shopping. If the customer declines the services of a general salesperson, then suggest a transfer, explaining the advantages in getting the articles together for packing, and when issuing such a transfer always mark it "M. O." to insure the merchandise going to the *Shipping Room*, and not to the Transfer Desk, as is invariably the case when customers are shopping on an ordinary transfer. However, if transfer is refused and it is known that the customer is buying in more than one department, this information should be phoned to the shipping clerk in order that he may see that all articles are collected. This will save the house a great deal of expense and trouble, as it frequently happens when a customer is shopping without a transfer one article, perhaps, by chance, reaches the shipping room, where it is promptly wrapped and forwarded to destination according to instructions on the check—the shipping clerk having no means of knowing that more goods are to follow, while in all probability the other articles have gone to the transfer desk where they are held until later in the day, or perhaps the following day awaiting final instructions before sending to the shipping room, which necessitates another package, and extra expense and trouble. In such cases when the customer arrives home and receives the first package, the house is very sure to receive a letter of complaint regarding shortage.

All of these annoyances can be easily avoided by making a little effort to obtain full information from the customer as to whether shopping is to be done in more than one department; calling a general salesperson; issuing the proper transfer; getting correct name and address; how goods are to be shipped—mail, express or freight. Ascertain if transportation charges are to be prepaid or goods sent collect. When merchandise is to be sent by mail do not neglect the postage, seemingly a small item in many cases, but aggregates to quite an amount within a year. When merchandise is to be sent prepaid, have the floor manager make out a prepay slip, and never enter the amount of postage, express or freight charges on the sales checks.

When receiving a deposit on C. O. Ds. do not send the money to the shipping room, but send the deposit with the original check to the Mail Order Office and the merchandise with the duplicate check to the Shipping Room.

Under no circumstances send merchandise to the mail order office, unless special instructions to do so are given by the mail order shoppers, as there are no facilities whatever for wrapping and shipping merchandise in the mail order office, and it only necessitates some one making a special trip to the basement to deliver the goods to the shipping room.

DISPLAYING GROCERIES RIGHT

THE AVERAGE GROCER COULD DOUBLE THE SELLING FORCE OF HIS WINDOWS IF HE WOULD ADOPT THE PRINCIPLES OF DISPLAY USED IN OTHER LINES—EXAMPLES OF GOOD WORK BY EXPERTS

ASIDE from the displays of groceries made by some window dressers for department stores, this class of merchandise is seldom shown as it should be. Even the department store decorators do not get as good proportionate results with grocery displays as with the other lines they handle. This of course does not apply to all grocery displays for there are a few experts in the display of foodstuffs, who have made a special study of this branch of window work, and who have become remarkably proficient.

With most high class grocery stores the idea of a display is to fill the window with a miscellaneous lot of goods including as many lines as possible. The goods are neatly and attractively arranged as a general rule. In most cases they make a pleasing effect upon the eye—but that is all. They make no particular appeal to the mind for the reason that they are hopelessly mixed. There are bottles of flavoring extracts, pickles, canned goods, crackers, cheese, sardines and other lines without end. The impression made on the passer-by is that of an orderly arrangement of brightly labeled cans, bottles and boxes—but nothing in the display stands out with sufficient prominence to hold the attention. Displays of this sort are changed at more or less regular intervals but these changes effect no very important results for the rea-

many different articles making equal claims to notice that the observer is not appreciably impressed with any of them. To get the best results from a display of groceries it is necessary that some one line must dominate and compel attention. If the window is large enough it may be divided up into several sections,



SMALL CHEESE DISPLAY BY L. N. JOHNSON.

each one being given up to either a single line or to a number of lines that are closely related.

Take for example pickles. An excellent showing can be made by displaying the goods in the bottles of different kinds and also open in dishes with neat little cards. By using some of the advertising matter sent out by manufacturers the selling value of the display can be enhanced as most of the trademarks



LARGE CHEESE WINDOW BY L. N. JOHNSON.

son that the display of one week is handled in the same general way as that of another. They all lack the "punch" that is necessary to make sales from the window.

The theory in assembling a great variety of different kinds of goods into a "mixed" display is that everyone who sees the window will be sure to find something that will appeal. This is all right in theory but it does not work out in practice. There are so

have been widely advertised. There are so many kinds of pickles that a store carrying a representative stock will have no trouble in making an imposing display of this line.

"But," says the merchant who believes in mixed displays, "where dozens are interested in pickles, hundreds are interested in the many other lines." That is very true. But the one-line window will center the interest whereas the other will not. The two



DISPLAY OF SAUSAGES BY L. N. JOHNSON.

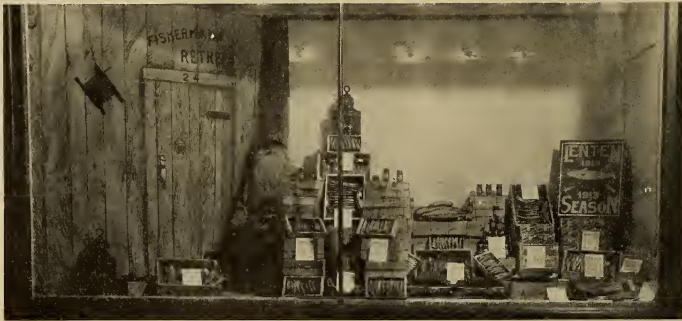
kinds of displays may be compared to an advertisement that reads "Groceries for Sale," and one that exploits some particular line with descriptions and prices. The pictures that are reproduced here show some notably good grocery displays of the kind recommended. They were made by L. N. Johnson, window dresser

in their original packages, thus attesting their genuineness.

The sausage display by Mr. Johnson was arranged in the same general way. A large variety of imported and domestic sausages were displayed in a small space. Platters were used throughout the window and on these were shown sausages of many kinds, some being sliced and others in the form in which they are generally served. Advertising matter from the packers was used to good effect in this display.

Mr. Johnson's fish display was remarkably complete. To give an appropriate suggestion there was built at one end of the window a structure to represent a "Fisherman's Retreat." Beside the door sat an old fisherman wearing long hair and a beard and dressed in oil-skins and a sou'wester. The smoked and pickled fish shown in the window were marked with specially designed price cards. This window was put in at the beginning of the Lenten season and attracted much attention.

The Hallowe'en display by Mr. Johnson was put



A FISH DISPLAY BY L. N. JOHNSON.

for the J. B. Blood Co. of Lynn, Mass. and L. S. Dorrance, window dresser for Clarke Bros., Birmingham, Ala.

Take the smaller cheese window by Mr. Johnson. This window had a background made of packages of crackers suitable for cheese sandwiches. There were some thirty varieties of cheese displayed including a whole swiss cheese that weighed about 200 pounds. Small cards gave the names and descriptions of the cheeses, their composition and where and how made. Everyone eats cheese and most people have some favorite kind which could be found in this display. With the exception of the crackers, nothing but cheese was shown.

The larger cheese display was also by Mr. Johnson. This showed an even more complete assortment of cheeses. In this window as in the other one, each specimen had a descriptive card with the price, etc. In the middle was the large original shipping case in which five Swiss cheeses, weighing in all 1,000 pounds were shipped. A number of other pieces were shown

in to show exclusively goods that are generally used at Hallowe'en parties. The background was of black cloth on which white cut-out figures were glued



HALLOWE'EN DISPLAY BY L. N. JOHNSON.

The other displays were designed by Mr. Dorrance and it will be noted that only one or two articles are shown in each window. The "Buckwheat Cakes" display was made to suggest a sugar camp. The rear portion of the floor was raised about a foot and against the background were set two maple trees and a few small pine shrubs. This platform was covered with old leaves and rocks while beneath a large kettle in the middle was a close imitation of a burnt out fire. The trees were tapped with spiles upon which buckets were hung. The flow of "sap" was effected by running rubber tubes from a bucket of water placed above the window, down along the branches and through holes bored at each spile. This constant flow of sap proved quite mystifying to people in front



DISPLAY OF BUCKWHEAT FLOUR BY L. S. DORRANCE. of the window. Vermont maple sugar and buckwheat were shown alone in this display.

The display of "Holland Rusk" by Mr. Dorrance was very simple and equally effective. An old fashioned Dutch wind-mill was built as accurately as possible and painted carefully. It was decorated with artificial vines. In the foreground some of the rusk was served on a plate, etc. An explanatory show card completed the setting. A display of soups by Mr. Dorrance is also shown. It is sufficiently simple to require no explanation.

All of these displays were strong, simple and direct. Each of them told a story about one kind of goods, and told it well. It is also reasonably certain that each of these windows sold more goods than would have been sold had a miscellaneous assortment been shown to confuse the possible purchaser. For instance, the two cheese windows of Mr. Johnson were such as would continue to sell goods long after the displays had been changed for the remarkable assortment shown would make an indelible impression upon every housewife who saw the displays, and thereafter, whenever she thought of cheese she would immediately think of this store.



A ONE-LINE DISPLAY BY L. S. DORRANCE.

As was stated in the beginning, both Mr. Dorrance and Mr. Johnson are experts in this line of work as they have specialized for years in the display of food stuffs of all kinds. There is every reason to believe that there will eventually be a fine field for the practical window dresser who understands how to show groceries properly. Even at the present time a number of the larger packers and manufacturers of food stuffs conduct window dressing departments but most of these have up to the present been handled in a more or less experimental way. In these days, nearly all of the lines that are carried by the grocer are advertised nationally and large sums are annually appropriated for this purpose. If this national advertising were hooked up with an efficient and practical system of window display the result would be doubly great.



DISPLAY OF SOUPS BY L. S. DORRANCE.

NOTES FROM NEW YORK

STERN'S NEW STORE OPENED WITH SPLENDID EQUIPMENT
—FALL PROGRAM OF GREENHUT-SIEGEL-COOPER CO.
—MANY IMPORTANT CHANGES BEING MADE
AMONG THE BIG STORES OF MANHATTAN

F. F. Purdy

THE new store of Stern Brothers, 42d and 43d streets and Sixth avenue, was opened September 2. Rush work was done all summer, and decorator Theodore Zegers was a busy man, with vacation entirely eliminated from his mind, for he had charge of the installation of the whole interior equipment, counter, fixtures, layout of departments, etc., and was evidently the right hand man of the heads of the house. The store is 440 feet long on 43d street, where there are no windows, and 234 feet on 42d street, where there are eight windows; there are two large windows on the narrower frontage on Sixth avenue. The window and interior decorations involve so much additional attention that Mr. Zegers will have four extra assistants in his department. The big store is eight stories high, the five lower floors being entirely given over to selling, the upper floors for reserve stock, workrooms, etc. The window fixtures are all of dark bronze, and the backgrounds and sides of mahogany. The fixtures of the interior are of mahogany on the various floors, and most of the massive columns are surrounded by mahogany counters, shelves, mirror frames and mirrors, and thus utilized for whatever purpose is most necessary. The sales spaces throughout the store, and much of the space between counters is covered with solid green pile carpet, lending a luxurious effect.

On the upper floors there are some very interesting special arrangements for various stocks, notably the infants' wear and muslin underwear departments on the second; the millinery salon on the third; and upholstery on the fourth. The outside of these various spacious "shops" or separate apartments is in mahogany, while the interior is in French gray or similar hue. The partition of the millinery, for instance, is largely of glass, so that the hats on exhibition inside are sufficiently conspicuous to attract attention from afar. There are many recesses, with fixtures for hanging gowns, in that department, and the upstairs sections for fine wearing apparel have every accessory for comfort and acceleration of sales that the customers of Sterns have long been accustomed to. The columns of the millinery salon, for instance, are all surrounded with swinging mirrors, tables, etc., all in French gray to match the decorative effect of the section.

The fall program of the Greenhut-Siegel-Cooper Co. is made plain by precedent, which calls for the food show the first of September, followed by the Anniversary sale, which in its turn, blends into the special events at the right time in the various depart-

ments. Mr. Schmehl returned from his summer vacation at his bungalow at Cedar Lake, N. J., early last month to complete all his arrangements. The main feature of the Food Show was a large center display on the main floor, just above, on the wide mezzanine balcony, outlined with a frame work in rustic effect, with cedar posts, grape vines, etc., and the fruit of the harvest being lavishly shown, while in the center was a large figure of Ceres in flowing robes presiding over the scene. This company operates what is credited with being the largest grocery department in any department store in America, and it naturally receives considerable attention in the windows and in interior decoration.

GREENHUT'S ANNIVERSARY

Mr. Schmehl is making his usual elaborate preparations for the great Anniversary Sale—the seventeenth. The adjective "great" is all right. It is a big affair, the public are educated to it, and it is staged right. The values will be better than ever, for the Greenhuts are making a most strenuous and successful contest to maintain, if not extend the business of the lower Sixth avenue shopping district. On the ground floor the main and two further aisles are to be most handsomely decorated. Each aisle is spanned between each pair of columns by an arch carrying white globes. Under each arch is a wide stucco set piece in the shape of a ribbon 8 feet long, bearing the words "17th Anniversary." Festooned from the center of each arch to each column is an American flag, in display form. Around each column a third the distance from floor is a large stucco basket filled with oak and beech branches and flowers, including immense poppies in burnt orange and red. Every column in the entire store is swathed in an American flag. The effect equals if not exceeds anything ever previously attempted at one of these notable sales.

GETTING POINTERS

James Burroughs, decorator for the Castner-Knott Dry Goods Co., Nashville, Tenn., has been making a visit of several weeks to New York, Boston and neighboring places, spending most of his time, however, in New York with Al. Manee, decorator for the O'Neill-Adams Co. and Mr. Tischman, of James McCreary & Co. Mr. Burroughs has taken right hold and helped out the boys here, while keeping his eyes open to take in all the up-to-date New York ideas of window and interior decoration. Many will identify all three of the above houses in the group of "Clafin" establishments. It seems that it is no rare thing for a decorator of an out-of-town Clafin house to come to New York and get in touch with the decorators of allied houses for the purpose of brushing right up to the New York standard. Not long ago Charles Devoursney, decorator for Stewart & Co., Baltimore, was on here for the same purpose. Devoursney some three years ago was a member of the Macy decorative staff,

and cannot have gathered many cobwebs in Baltimore, but he is a progressive man and lets little that is of use get past him. At the down-town headquarters of the H. B. Claffin Co., by the way; there are a couple of show cases, each 27 feet long, 6 feet deep and 8 feet high, and every week somebody from the O'Neill-Adams Co. goes down to trim up the cases. It is understood that the experiment of real displays at the wholesale house has been proving very satisfactory, showing hundreds of merchants in an attractive manner many things that otherwise would have escaped their attention. There is, we believe, a likelihood of other show cases being added to the two already in. There is very much the same argument for the elaborate exhibition of specialties in wholesale houses that exists in the case of department stores. A trial of it should prove highly interesting at least. During the season there are thousands of buyers of all sorts of merchandise in the market, and a handsome showing of some specialties should have a good result. Some time ago one of our trimmers attempted to specialize in this work among wholesalers, but the venture was not successful or long-continued.

The mahogany backgrounds of the O'Neill-Adams Co. are all in, the pillars being of solid mahogany, and the panels veneered. Al. Manee, head decorator for this house, returned early last month from a fortnight's vacation spent on Long Island.

FALL OPENINGS

Local decorators are naturally turning their thoughts to the fall openings. The fall opening is undergoing a change in lower Sixth avenue. The character of the trade has been altered to an extent that makes the formal openings less needful than before, and the tendency is toward a regular merchandise display. One of the big stores there had no formal opening in the windows at all last year. The decorator of another house says that while the opening was emphasized in the windows, even before the window show was completed the buyers were clamoring to have the fine showing taken out and sales-bringing goods with price tickets put in. The windows have of course a great effect on sales, and we are told that the short time when a stretch of fine opening windows is in is looked upon with considerable restlessness all round, for everybody wants the selling windows. The changes on lower Sixth avenue may be illustrated by the fact that James McCreery & Co.'s windows, at 23d street, have for some time had price tickets in them, which was never known before. Mr. Tischman, the McCreery decorator, by the way, returned from a fortnight's vacation last month, which he spent at Atlantic City and in Boston. Al. Manee, of O'Neill-Adams, had made arrangements to get away to Chicago to the trimmers' convention, but was held back by arrangements for a big fur window stretch that was to be put in the coming week. Reverting to the Sixth avenue openings, the Greenhut-Siegel-

Cooper Co. hold their famous anniversary sale about the time of the fall openings are usually made, which gives them opportunity to strongly emphasize their merchandise and get the crowd. The practice is becoming more widely prevalent than ever, in the early fall, of bringing out one department after another prominently, as the proper time comes rather than attempt a large general fall opening.

James McCreery & Co. is now a Fifth avenue house. The buildings on the west side of Fifth avenue between 34th and 35th streets back up against the McCreery store, and the entrance of one of these buildings is now the new Fifth avenue entrance to McCreery's, for this entrance is cut through the rear into the McCreery store, leading to the ladies' writing room on the mezzanine gallery, with a fine view of the whole main floor. There are several show windows in the long entrance, the panels of the backgrounds and sides being decorated in gray, while the pilasters or columns were in white, a very chaste combination. We understand that the 35th street windows will shortly be enlarged and the color scheme changed to that of the foregoing. The Fifth Avenue entrance of course has subtle advertising value that is obvious.

The shaving off of the show windows to the limit of the building line continues, and Sixth avenue is now the scene of the operations of Borough President McAneny. Two feet are coming off the Rogers, Peet & Co. Sixth avenue front, the work which is now progressing, and advantage is being taken of the opportunity to increase the width of the windows while lessening the number. The Sixth avenue windows of Laks & Co. met with similar treatment, and a great pillar, which was more ornamental than really supporting anything particular, was removed with some two feet of window. Rogers, Peet & Co. and Laks & Co. had a like experience last year when 34th street was shaved in the Borough President's Barber shop. Further down Sixth avenue the windows of the large shoe stores of Cammeyer and Alexander have just been lopped off a bit. Similar work was done by the O'Neill-Adams Co. some months ago. Borough President McAneny, who is responsible for these changes, so far from meeting with censure for his course in office, had exceedingly strong support for the Fusion Mayoralty nomination by business interests, the nomination finally going to John Purssy Mitchell, collector of the Port of New York.

BUSINESS AND POLITICS

While speaking of politics, we may mention that Mayor Gaynor has strong support among a number of prominent merchants, especially some of those doing business between 23d and 14th streets. The Mayor, in a speech at a dinner some months ago, must have hit these gentlemen just right when he remarked that it was not necessary for people to go up in the tango and turkey trot district to do business, but that great enterprise would continue to flourish between 14th and 23d streets. B. J. Greenhut is one of the Mayor's strongest champions.

The Mahler Co., which was reorganized some six months ago, the building being entirely refitted and a full new stock of women's specialties put in, has undergone a radical change. The upper floors have been located and are to let. The main floor has been

retained, and is devoted entirely to shoes. B. Jacobson, prime mover in this enterprise, was former shoe buyer for the Greenhut-Siegel-Cooper Co., and he is making his stand on shoes alone. It is understood that he is demonstrating his belief that a big shoe business on the style of Cammeyer's can be built up in the route of the up-town trend. Mr. Jacobson has pulled off some telling stunts in the windows. The window trimmer's opportunities have lessened, and Lawrence McArdle, the trimmer, has resigned. McArdle is a good man and will not lack for a proper post long.

Shoier & Sons, the specialty house of Norfolk, Va., that opened in a fine new store some two years ago, have been unsuccessful and are out of business. This brings A. Kleinfelder, the decorator, formerly of Gimbel's and Macy's back to New York.

Mr. Allert, of Macy's and Mr. Richter, of Saks', who have been away on their summer vacation, are back at their respective posts again. Mr. Frankenthal, of Altman's, did not get far from New York, this year, and Mr. Ellis, his assistant, spent Mondays and Tuesdays at his bungalow at Long Beach.

It cannot be described at this writing, though the event will be "pulled off" right after Labor Day at Macy's. Mr. Allert assures us that the stretch of Macy windows will then be the most unique ever seen in America. He was in Europe three years ago and got hold of some ideas that have been simmering ever since. As a result M. Robin, the Parisian artist of a leading wax figure concern, is here. The windows will be entirely closed to view for a week or ten days and after Labor Day they will shine forth in a novelty not heretofore known. Not only are the articles of fall wearing apparel to be shown, but as we understand it, shown on forms and amid scenes that exactly depict the appropriate use and environment. There will be paintings, garden effects, interior settings, etc. M. Robin models his lay figures like a sculptor and designs and supervises the painting of the scenery backgrounds. He has brought his lay figures with him, many tools, and accessories for the costumes of his figures. An indication of the expense and detail is shown by the fact that sixty pairs of silk hosiery were made especially for these manikins at an average cost of \$7.00 per pair.

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How Much Is Enough?

IN MOST of the affairs of this world there is a rather general tendency to go to extremes. This applies especially to those matters in which there is room for debate as to which of two courses is the better—an argument arises and each partisan follows his chosen course as far as he can. This is in a measure true of merchants in regard to their show windows. There is a certain class of merchants who fully believe that the more goods you show in a window, the more you will sell. They believe in "stocky" displays. On the other hand, equally astute merchants contend that the fewer goods shown, the better.

Naturally, the kind and quality of the merchandise sold and the class of people catered to, all have a bearing on this question, but we will leave these factors out and assume the store to be a high class one

that handles the best merchandise and sells to the best trade. In such a store the proper amount of merchandise to put in a display is—JUST ENOUGH. The question is—how much is just enough? It is upon this question that merchants and window dressers generally differ. One says the less the better—the other says the more the better—both, of course, meaning within certain limitations. It seems unlikely that this question will ever be settled to the satisfaction of all. The truth of the matter is, that both are in a measure right.

Certainly the window should not be crowded. On the other hand, window space is a valuable asset, to waste which is equivalent to wasting money. So the whole problem resolves itself into "How Much Is Enough?" The average window dresser for the high class store is likely to lean toward too little merchandise rather than too much. On the other hand, the buyer for the department is likely to lean a bit too much in the other direction. The former has in view the artistic effect of his displays while the latter has in mind the showing of as much of his line as can be done to advantage. Probably both are right and both are wrong. And since there can be no definite rule covering this matter, the only thing to do is to arbitrate.

The man who believes in "little merchandise" should study the displays from the buyer's point of view—the selling side as well as from the artistic. He should size up the arrangement without prejudice and ask himself if it would not have been possible to show a few more pieces without hurting the general appearance of the arrangement—he should ask himself fairly whether he is not wasting space and if, were the store and merchandise his own, would he show the goods in the same way.

The buyer, for his part, should size up the display from the trimmer's viewpoint. Or he should forget for the moment that the goods on display are his own and judge the showing just as he would if it were in the window of a competitor. If he looks at it in that way, he will generally find that the competitor's window is crowded too much while the same amount of goods in his own window looks all right.

Probably the best way to get an accurate idea of how much merchandise to show in a window is to study the displays of others rather than your own. Study a display carefully and ask yourself—First—has any space been wasted that might have been utilized?—Second—has too much merchandise been put in the window—would it look better if some had been left out? You will find that you are a fairer judge of the work of others than of your own, but you will soon learn to criticise your own displays with more justice after you have learned to be fair with others. The merchant or window dresser who has learned "how much is enough" has mastered one of the most important points in window display.

CO-OPERATION

AN ADDRESS MADE BEFORE THE CHICAGO CONVENTION
BY JOSEPH B. MILLS, ADVERTISING MANAGER FOR
LEFELY'S, MILWAUKEE—TRIMMER AND AD-
MAN SHOULD PULL TOGETHER

JOSEPH B. MILLS, advertising manager for Lefely's of Milwaukee, has had many years of practical experience in store publicity and is thoroughly familiar with the problems of the retailer as well as those of the window dresser. It is Mr. Mills' opinion that great things can be accomplished through the intelligent co-operation of the window dresser and the



MR. JOSEPH B. MILLS.

advertising man. In an address before the national convention of window trimmers in Chicago, Mr. Mills had the following to say on this subject:

Mr. President and Fellow Advertising Men: I could not do otherwise than state that I am indeed honored to speak before such a body of "Business Builders," for that is the term I shall always apply to a GOOD window artist.

My brief remarks will be along the lines of CO-OPERATION and EFFICIENCY. I will not say that this is to be an address, but rather a *preachment*, though I confess that is Elbert Hubbard's word. If I tried to publish these remarks I would possibly receive the sum of \$10.00 for the space they occupy, whereas if Elbert Hubbard published precisely the same thoughts under *his* term of *preachment*, he would receive therefor at least the sum of \$100.00. Hence it readily is seen that it is more advantageous to allow one's hair to grow and take chances in wearing an artist's flowing tie in public than to patronize a tonsorial artist. Still, I prefer the barber's chair, with a lesser income.

Last fall I attended a banquet where the principal speaker was Hugh Chalmers—one of the country's great exponents of *square dealing in business*. Mr. Chalmers gave one of his characteristic addresses and the following morning a friend of mine—a newspaper man—I am glad he wasn't a window artist) called me by phone to this effect: "Say, Mills, what did you think of the address last night?" to which I replied, "Fine, what is your opinion?" And this was the answer: "Oh, hell, I learned all that *guff* when I went to school years

ago. He didn't tell us anything *NEW*." Just so, perhaps, with this little *preachment*; it is merely one man's opinion. It may be "*guff*," for surely it is nothing new.

Unusual—I like the word. It is one of my pet words and most advertising men have one word on which they invariably fall back in case of emergency. *Unusual*—I like to do *unusual* things—I like *unusual* men—I like *unusual* advertising—I like *unusual* windows. The *unusual* makes good nine times out of ten. Just for the sake of argument I intend to draw an imaginary line through this body of men, in fact, two lines, dividing your membership into three classes. I will term them class A, class B and class C.

Into class A, I will place window artists, who have to all appearances reached the highest pinnacle of their art—these men who are monarchs of their sphere, these men who are looked upon as *REAL AIDS* in the *SELLING GAME*—these men who do practically as they choose with all window displays. Such men I would say, are *UNUSUAL* men—employed by *UNUSUAL* houses—paid an *UNUSUAL* salary—and they are well worth it. From my own observation, I would say, that class A includes about fifteen per cent of the membership of this body.

Class B about thirty-five per cent of your members, would, to my mind, include men who are at the head of the window dressing departments in stores in cities of the middle class, whose population range from one hundred to six hundred thousand. I could name perhaps fifty such stores, the window artists of which would be included in this classification and *workers they are*. This body of men owe it to themselves, their house, their profession, to so dress their windows and arrange their display of merchandise to do just one thing—*TO SELL MERCHANDISE*. Perhaps they cannot delve into the artistic phase to the extent of those in class A, but still they *MUST* and do produce results.

Let me illustrate my meaning. The man in class A, arranging for a display of furs, will probably put into his windows two or three figures of the highest class of merchandise and the advertising man, if he works with the window artist, as he should, will announce the display of furs. Business may not come the next day, they don't expect it will, but it *will come*—they have the people's confidence and when the fur purchasing period arrives, they stand a very good chance of landing the sale.

A class B man, simply by force of habit perhaps, or by following the dictates of his house, will take this same fur window and dress it with a dozen show pieces, artistically arranged of course, but treated in a different manner as befits *his* prospective customer. He, too, stands a good chance of making a sale when the seed is once planted.

Let us turn now to class C, the remaining fifty per cent of your membership.

It is to these men that I wish to make my remarks doubly emphatic. Class C, in proportion to its numbers, will positively produce more class A men than will class B. Class C men includes what we in the advertising fraternity call the "little fellows"; I do not know what you would call them.

I picture a class C man as one who knows no hours, no holidays, no Sundays; they are all the same to him. He writes the advertisements for his store, he arranges the store's displays, he does floor duty, he does card writing, and last but not least he dresses windows, and they are dressed, too.

He comes to your big city and goes home with his cuff besmeared with memorandums of what he saw, in the way of *UNUSUAL* window trims. He strikes the old man for ten yards of green plush to back up the window for that sale of white hats—does he get it? *Not on your life*—no, emphatically, no—still he *MAKES GOOD*. The old man himself comes to the big city once in a while and he too goes home with a mental note of how So and So's windows were dressed. What happens? Well, Mr. *ALLAROUND* worker is told of the wonderful displays the old man has seen, and the question

propounded, "Why can't we have some of those windows?" But will he stand for an expenditure? "No."

Here is where your class C man shows his worth. He's got to please the old man—it's his bread and butter—and, by some ingenuity, a combination of gray matter and common sense, he does fill the bill. The trials and tribulations of men of this standing would fill many, many books, but it is just these trials and tribulations that land him a *top-notch* in class A and he deserves it.

One often hears the remark, "How did that guy land that job?" Simply because "that guy" was on his job twenty-four hours of the day.

Your class C man is a man of all work—often times buffeted about by the "old man," by the buyer, when the punked merchandise fails to sell—merchandise which that buyer himself knew to be unworthy, but because it did not sell, the window trim was "rotten." I believe that is the word they usually apply.

The relationship of the window artist and the advertising man is closer than that of brothers, or rather should be; the famous Siamese twins of the old dime museum days are commonplace as compared to the brotherly feeling which should abound between these two department heads.

I agree with you that there ARE a great many advertising men who do not think so—but they are *not big men* in any sense of the word. If I must confess it, there was a time when I too thought I could write advertisements that would sell merchandise without the backing of the window display, but my eyes have long ago been opened, and today I consider it an honor to work with a window artist and find that from him I have learned much.

Nowadays, the theme uppermost in the thoughts of the up-to-date advertising man is that of "service"—the people look for it, they demand it—*price*—that is, the close-fisted manipulation of figures, is gradually being relegated to the bush league; people want merchandise that is reliable and they'll pay the price; they, too, will PATRONIZE RELIABLE HOUSES. It appears to me that never has the burden of "business building" been placed at the door of the combined advertiser and window artist more so than this year, this month, this week, this day, "NOW."

Some men spend most of their time trying to sprinkle salt on the tails of opportunity—DON'T—"go to it" with a feeling that you are going to win. You must do more than KNOCK at the door of opportunity; you must KICK IT OPEN if necessary. The man who CAN but DOESN'T, must give way to the man who CAN'T but TRIES.

The man who succeeds in any line of endeavor is he who has worked whole-heartedly for success, for this thing we call success is simply the realization of ideals which we have formed and striven to materialize.

Don't have a grouch against the firm that supplies your bread and butter. Better work for \$10.00 a week, and "Work" than be employed at \$100.00 a week and SHIRK.

Be enthusiastic. That's the thing that builds bridges and tunnels through mountains.

In all of my publicity—my *salesplanning*—my meetings of salespeople, I have endeavored to preach the art of *smiling*. One smiling salesperson behind the counter will sell more than four *grouches* or *knockers*—and they'll be the sales that mean a SATISFIED customer every time.

One window dressed or planned for by a window artist thoroughly in love with his work will positively sell more merchandise than any display made in an unconcerned manner. "THINK THAT OVER."

Picture to yourselves a window or a series of windows which YOU planned for and which were a notable success—wasn't your whole life, your heart in that work? Didn't you go home perhaps and dream of it; were you not anxious to get back "on the job" as soon as you could? If those

windows were show windows they were the talk of the town, if they were direct selling windows, didn't the buyer, the merchandise man, perhaps the old man himself, come and pat you on the back, saying "great stunt, old boy."

I cannot speak to your publicity man—to the man who holds down the advertising chair in the store you represent—if I could I would whisper into his ear one word—"CO-OPERATION," and let THAT co-operation be with the window artist. Let the password be, "*how can we get more business?*" Notice, I said WE, for it is the combined efforts of these two departments that will turn the tide in the right direction.

Last year I had the pleasure of meeting the advertising man of what I should term the greatest store in Chicago. I was with him perhaps half an hour, and during all that period his topic of conversation outside of generalities was the wonderful work and help of the window artist. He took me through the furniture department and pointed with pride to a particularly beautiful vista which had been planned by the store's window artist.

THAT'S THE CO-OPERATION OF WHICH I BE-SPEAK.

EFFICIENCY—an often times misunderstood word—the word, the meaning of which is as simple as A B C. Efficiency is simply the RIGHT way of doing things—notice I say *DOING* things—that is *all the important part*. Efficiency applies to *little* things just as much as to the great ones. We cannot all be brilliant, nor talented, but we CAN all be USEFUL, and being useful in an EFFICIENT manner is an ART—endeavor to acquire it. *The quality of the work we do is the trademark of our efficiency.*

Mr. Window Artist, I take my hat off to you as an aid to business—not a mere decorator but an actual PRODUCER OF RESULTS. Your field for doing good is growing every day. Be prepared by all means to meet the issue. Stand firm for GOOD MERCHANDISE, and YOU, as a rule, KNOW merchandise values better than you are given credit for, but with all this in mind, while not losing for one moment the artistic side of your chosen vocation, remember that merchandise is put in your windows TO BE SOLD.

While the sales sheet is usually put up to the advertising man to study, go up to his private sanctum and get "a little tip." Say, "Old man, how did those silks go yesterday?" Get THE ACTUAL FACTS—see if your work is pulling. "It's up to you."

I want to see to this body of men—this important factor of the selling game—given due representation at the conventions of the Associated Advertising Clubs. I want to see some of you present at the next convention at Toronto, individually and collectively.

It is your duty to give this considerable thought, and I have little doubt but what you will be given the glad hand of fellowship.

In closing I wish to reiterate my two thoughts, CO-OPERATION and EFFICIENCY—strive for BOTH and you cannot fail. To myself—termed class A man, I would say, your work is of the highest calibre. I have learned more by the study of your windows than in many days at school; there is an inspiration in the highly artistic window, an inspiration to do greater things.

To class B men I would say, let your slogan be "TO SELL THE MERCHANDISE"—that should be YOUR aim, and keep your eye on class A. There is always room for another good man.

To class C men I would say but one word, and that is "COURAGE." Do not let little things bother you—do not let failures dishearten you; if you are RIGHT you are bound to win. Study class B for the SELLING and class A for the HIGH ART effects.

And now we will erase all lines, even though they be imaginary—for after all *there must be no class*—a man must WIN on his MERITS—no pull can land a big job; it is up to you and you alone to make good. To wish is of little account; to succeed you must EARNESTLY DESIRE.

Be satisfied with nothing but the best.

Ad Editorials

DURING the past nine months the stores of Wanamaker in New York and Philadelphia have been devoting considerable space in the upper left hand corner of each of their advertisements to general editorials on the store. They relate to business in a general way but do not advertise any particular class of merchandise. Each of these editorials is signed by John Wanamaker so it is inferred that the public is expected to believe that he writes them personally. Many of these little talks are based upon extremely laudatory comments upon the store which have been overheard and upon conversations in which customers have volunteered expressions of high esteem for the Wanamaker establishment and its methods of doing business. Here are some samples:

"A Big Human Fact"

So did Mr. Somebody characterize this store. He said he had been "thinking and thinking over it hard."

He said the store was everything but a place to sleep in.

It was a sensible man, too, and one of the hard-headed, unsentimental kind that spoke.

He said the store was intensely human in raking the world over for almost everything that a human being needs—articles to wear and articles to fix up a home to comfortably live in.

He said he could understand the good manners of the servers, because he had been looking into the schools of the store that were not used as advertising affairs.

He said he had personally inquired about it, and found that the schools in this store were the first of the kind instituted in any American store.

He said he could write a letter, post it, mail a package, send a telegram, take a music lesson, eat his luncheon, and spend the whole of a happy day in the Picture Galleries, and learn something at every step over the many acres that the buildings cover.

An Overheard Conversation in the Car

"Let's go to headquarters.

"The Wanamaker Store is full, and we are sure to get everything we want there—and we are absolutely certain of the quality.

"We have many times tested the prices and found them always right.

"Besides this, anything purchased there can be returned if desired."

What can be better than the best?

I Am Always Short of My Standard

That's what I am, my friend said.

Well, what are you going to do about it?

Oh, I don't know what to do unless I keep on struggling and paddling.

Wouldn't you like me to tell you what not to do?

Indeed I would.

Well, sir, don't lower your high standard.

Perhaps if you were to raise it an inch or two higher, you might rise to greater effort.

DON'T BRING DOWN YOUR STANDARD.

The experience of storekeeping is just the same. High standards are hard to reach, but the store that gets easy about standards and lowers them now and then under emergencies falls into a comatose state.

The battle cry of this store is:

Keep up the old standards and day by day raise them higher.

Whoever Brings Home This Evening Paper

will probably have to answer this question of the mother and the young folks:

"What Is Going on at Wanamaker's Tomorrow?"

There are three good ways to answer.

First: It is easy to tear out this page and pass it on to others to read.

Second: Anyway read aloud the editorial.

Third: Read off the principal headlines, which can be Italian drawn work.

IS YOUR MOTOR "HITTING RIGHT?"

Every man who drives or owns a motor car is familiar with this term and he knows the satisfaction it is when the motor is "hitting right."

This Store is in some respects like a many-cylindere automobile and it is our business to see that each part is "hitting right."

Every night the dirt and carbon are removed, so that in the morning the motor can forge ahead with renewed vigor and without lost motion.

If there is a lessening of the power at any point, it is our business to "tune up" or re-place the part affected.

And as a good automobile runs better and easier with use, so this Store is running better all the time.

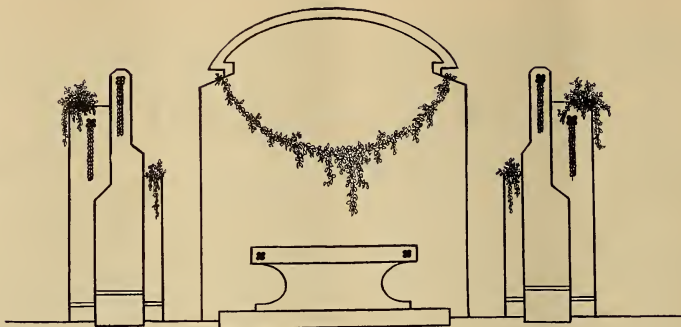
And a greater number of people are constantly joining the ranks of those who say "I do all my shopping at Wanamaker's."



Plate No. 7384. Fall Display by Clyde Whalen for A. L. Killian Co., Norfolk, Neb.

There were two decorative features in this display which served to set off the merchandise but did not occupy much room. At the left was a floral unit made by ar-

ranging various kinds of flowers and foliage over an ornamental stand designed by Mr. Whalen. At the other end was an arch made of framework.



ONE OF THE SKETCHES BY T. G. DUEY OF SPRINGFIELD, ILL., THAT WON FIRST PRIZE AT THE CHICAGO CONVENTION.

MANY stores advertise for telephone trade and when they get this kind of business handle it so indifferently that customers are discouraged from making a second attempt to 'phone their orders. If telephone business is advertised for, some arrangement should be made to take care of it satisfactorily. There should be some one to answer calls who is able to do it intelligently and accurately, without keeping the customer holding the wire indefinitely while "something is looked up." The telephone at best is a perverse and exasperating instrument and for that reason the person who answers calls for the store should be especially qualified for this work.

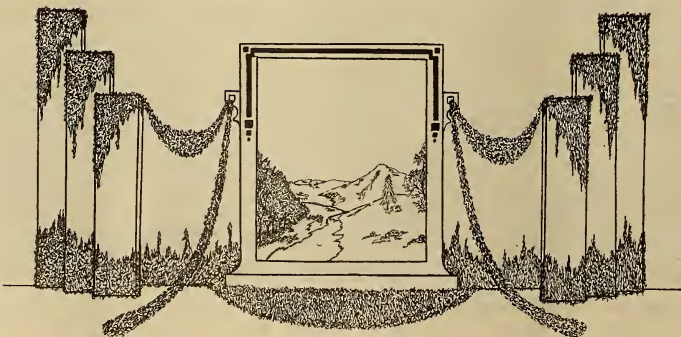
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THE Retail Merchants' Division of the Association of Commerce of New Orleans is waging a strenuous "buy at home" campaign. One of their latest schemes is to give prizes for the best essays written on the subject of home trading. Considerable interest has been aroused in this way.

ORKIN BROTHERS, of Omaha, Neb., recently conducted a "Window Display Sale" in which the twenty windows of the store were filled with a large variety of merchandise at reduced prices. The displays in most of the windows were changed daily by Sam Weiss, the store decorator.

× ×

BEACHY & LAWLOR, the haberdashers, who were formerly in the First National Bank Building, Chicago, recently moved across the street into a new building. When they moved into the new quarters the windows had not been completed. Each morning the unfinished windows were trimmed as usual and the display was left in all day. In the evening the display was removed and the workmen got busy with the floors and back-grounds. This occurred for several days until the windows were finished. The occurrence gives an idea of the value the Chicago merchant places upon his window displays. He begrudges every minute the windows are not working.



ANOTHER PRIZE-WINNING SKETCH BY T. G. DUEY OF SPRINGFIELD, ILL.

"MADE IN CHICAGO" WEEK

PRIZE WINNER




Among the many Koester men that won prizes during the "Made in Chicago" displays of 1913 we call your attention on this page to the winner of the First Prize—a silver cup—for the best decorated automobile trimmed in natural flowers.

This is the hardest of all classes to compete in, and the fact that a Koester man won the first prize reflects great credit on the teachings of the school.

Mr. Ely says this of the school—
 "The best thing I ever did was to attend the Koester School. Before I came I had a hard time trying to get the right results, but now I know just what to do, and this makes my work so easy that I can do twice as much and know that it is right.

I now have the confidence in myself that is absolutely necessary for complete success. You not only learn how to do things at the school but you realize your own ability, where you need the most help and feel when you are through that you are no longer an amateur.

Any boy at all interested in this line of work should work night and day in his endeavor to get to the Koester School.

Charles Ely

First Prize Silver Cup

Koester Men Make Good



FIRST PRIZE—Automobile decorated in natural flowers by Charles Ely, of Detroit, Mich.—A student at the Koester School of Window Dressing, Chicago, Ill.



The above young man is only one of our 4000 other Koester men who are making good every day—let us help you.

Use This Coupon

The Koester School

304-6-8 Jackson Blvd.,

Chicago, Ill.

Get our Free Book on Window Trimming

THIS very interesting book of over 200 illustrations dealing with Window Trimming, Card Writing and Advertising, is a record of the best work done by Koester school graduates. It is a valuable book for anyone interested in these subjects, as it shows photographs of 78 prize winning window trims, 44 examples of prize winning show cards, 84 examples of Koester drapes, 9 complete alphabets, 12 drawings of original background designs, and pictures of over

2000 Window Trimmers

This beautiful book is bound in rich brown art cover, printed in two colors, and having nearly 100 pages of most interesting window trimming matter.

Use the Coupon Below—

—in order to get the above book

FREE

Also mention in the coupon if you desire our complete new catalogue of books (over a hundred of them) that treat on every possible subject of interest to the merchant, window trimmer, card writer and advertising man.

**Use This
Coupon**

**The
Koester
School,
308 Jackson Blvd.
Chicago, Ill.**

Messrs.:—
Please send

- ☐

Window Trimming Book Free.
- ☐

Book Catalog.
- ☐

School Literature.

Name _____

Town _____

State _____

SHORT LENGTHS FOR THE AD-MAN

LETTER ARGUMENTS BY SOME OF THE BEST AD-WRITERS—
WITH A FEW CHANGES THEY MAY BE MADE TO
APPLY TO ANY BUSINESS. WORK THEM
OVER TO SUIT YOURSELF

Fichus On Fall Costumes is Fashion's Edict—Brand new are some fine plain and dotted net with small square collars, shawl effects or the new wired Medici collar, some are relieved with shadow lace. Prices are 50c to \$5 and with hand-embroidery, \$1.50 to \$3. Also newly come are charming little French collars of net and batiste, hand-embroidered and in the new point shoulder shapes, \$2 to \$7.50.

A Debut of Autumn Fashions—Overnight—in the few hours between the ringing of the last bell yesterday, and the opening of the store this morning, the season of fashion has changed. Today the salons of dress are fairly radiant with the new lovely things decreed for autumn wear. The styles are so beautiful, so graceful, so different from anything seen so far, that an adequate description would take too long. There is only one word that describes these best, and that is—"Harmony" Harmony of line, harmony of color and fabric.

The New Velour Cloths in Women's Coats—"Monkey skin" is the name they give to this new kind of wool velour in Germany. It is really an English cloth—pure wool woven on a silk warp and possessed of a wonderful warmth and lightness which makes it peculiarly liked for automobile traveling and steamer coats. With their fashionable soft shapelessness, these have a special appeal for the woman who loves comfort with luxury. Prices are \$55 and \$67.50.

Silks for Autumn's Brides—It is but a short time since our silk buyer returned from a trip abroad, which includes the silk-centers of Europe. Closely following his return are undoubtedly the loveliest silks it has been our pleasure to show prospective brides and attendants-to-be at autumn weddings. Soft supple silks still lead, along with magnificent brocades and lustrous satins which have taken on a new beauty this season. A partial list:

Fall Suits and Dresses on the Subway Floor—New fall serge dresses for \$5.75—Fasten down front and have black jet buttons. Collar and yoke trimming of colored plaid velvet, finished with net fringe. Belt of self material and full length sleeves. Black and blue. New diagonal cloth suits for \$12.75—Coats have cutaway front, with hand turned revers and half fitted back and are satin lined. High girdle draped skirts. Black and blue. New extra-size serge for \$18.50—These splendidly tailored suits are in plain styles. Long cutaway coats and high girdle, panel back skirts. Black and blue.

Nowhere Else in Philadelphia Will You Find Such Skirts As These with prices that run from \$3.95 to \$40, materials that include every fabric from tailored serge and handsome plaids, satins and rich brocades, and styles that represent the very newest and most exclusive designs, we feel confident of the completeness of this collection of women's separate skirts. Skirts for college, motoring, sports or dress wear, for any occasion where the fashionable and ever-useful separate skirt is needed. And every skirt is up to the standard of tailoring that Gimbels demands. \$3.95 to \$40.

Women's New Autumn Suits—Newness is written all over them—in trimming, clever arrangements of buttons, length of coats, and in various little tailoring-touches which add to their smartness. Favored weaves are serges, diagonal chevrons, Bedford cords, boucle, handsome wool brocades, in navy, taupe, gray and black. The coats are in cutaway effects, some trimmed. Prices for these new models range from \$25.00 to \$35.00.

"Raining?—But I Have No Raincoat"—No woman's wardrobe is really complete without a raincoat. These new belted raincoats are of dull gros grain material, with rubberized backs. The collars which fasten high at the neck have an insert of velvet; the coats are yoke lined. They are of sterling quality, and will not only look well but wear well. In black, navy, taupe or tan, \$8.25.

Women's Sports Coats of New Fall Fabrics—These coats are the accepted type of loose, comfortable sports coat, with

some new variations that add to their attractiveness and usefulness. They are 40 inches long, the added few inches being an added advantage. They are double-breasted, which is an unusual feature in sports coats. They have wide belts and large, useful pockets. In checked materials, blue and black, white and black, tan and black, \$18.50.

New Suits in Fall Styles For Women—The woman going away wants something a bit in advance of the present styles. Then, when she returns, she will not be wearing an out-of-season suit. With this in mind, we are showing a couple of styles of serge suits—black or navy blue—in fall models, at \$15. The quality and the workmanship on these are marvelous, when one considers their little price. Nothing better to travel in could be made. But, any woman wishing a high-priced suit, who doesn't care to invest much money at this season, will undoubtedly be delighted with one of these at \$9.50. They are the last of several high-grade lines, including creamy white serges. \$9.50 is less than half their original price.

New \$15 Prices on 200 Women's Suits—Charming little novelty suits in styles and weight very likable for the cool days from now on until really cold weather. They have been here rather too long, so prices have come down from \$37.50 and \$47.50. Light-weight woolen materials such as whipcords, serges, checks, eponges, Bedford cords and bengalines in light and dark colors.

A Woman Traveling Will Be Glad to Have a Sweater—Some brand-new-just-out-of-their-boxes sweaters were copied after some fine Swiss models and are in charming two-color effects. They have roll collars and are in such effective combinations as rose-and-white, gray-and-blue, lavender-and-white, violet-and-white, tan, brown and green. \$6.75 each.

Plaid Silks the "Bonnie Lassie" Will Wear—Plaids bid fair to be the most popular design for dresses, sashes and trimmings this coming season. Paris has sent forth the mandate that the plaids shall be dull and dark, the colors blending one into another—and so shall it be. The Wanamaker Silk Store has just received from Switzerland a shipment of surah ecossais, in fifteen of the very newest designs and color combinations. The broad satin stripes in the new designs, and the rich colorings, make this silk unusually interesting and attractive. It can be had in various combinations of blues, greens, reds and browns. The very newest design is a white background with a black or a dark blue plaid. 20½ inches wide, \$1.85 a yard.

The Useful Serge Dress for Autumn Street Wear—It is the one particular garment a woman depends the most upon during the Fall months, and it is here in these novel variations from the usual. Blue serge with black satin vest extending below the waist and a two-tiered skirt, \$18.75. Taupe or black serge with black or ecru net gathered vest and wide black satin crush girdle, \$22.50. Combination of blue serge with plaid. A narrow vest and collar of Oriental embroidered crepe, \$25. Blue or black serge with vest, collar and cuffs of Egyptian red eponge and a two-tiered skirt with a deep yoke, \$32.50.

Black and White Skirts New for Fall—Particularly smart to wear with white blouses for mornings. In novelty light-weight cloth mixtures, straightly cut and having the new back, \$5. 50 summer cotton skirts have taken smaller prices. Prices were as high as \$10 to \$15.

The Sale of Dress Goods Remnants—Hearing of the dress goods selling going on here, a large mill saw its chance to clean up a lot of bolt ends left after cutting off road samples. We took them all—at a price. All are fall goods. All go in this "remnant" sale. The sale offers dress materials for every need. Light weights, medium weights, heavy weights, including a vast variety of staple goods that command full regular prices almost every day of the year. 25c to \$2 a yard: values 50c to \$5.

Black French Veilings With Purple Flower Sprays—Wonderfully pretty and becoming. The flower sprays are hand-run and very delicate on the fine black mesh, and the price is only 85c and \$1 a yard. Also there are the new all-black veilings—fine hair line, hexagon and craquele meshes with hand-run flower sprays or figures and the same in magpie effects—white meshes with black figures, from 85c to \$2 a yard.



A new, original and effective
paper for artistic window
decoration

Use it for your

Fall Opening Windows

☐ The most appropriate covering
for window backgrounds and
floors, panels, columns, dividers,
pedestals, draping stands, scenic
frames.

☐ In stock in convenient size in
many different colors and pat-
terns. Write for samples.

☐ Recommended and endorsed
by Mr. M. P. Staulcup in his
portfolio of sketches and de-
scriptive backgrounds for the
show window, etc.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.



*Never Mind How Strong
You Are—*

What d'ye Know?

—That's the point—"What d'ye KNOW?"
Today it's a battle of wits—and *brains win*.
Muscle and brawn don't count so much as they
used to.

The great question nowadays is "What d'ye
KNOW?"—it draws the line between defeat
and victory—between "wages" and "salary,"
between *you* and the *Boss*.

What do *you* know? Could *you* make good
as an Ad Writer, Window Trimmer, Depart-
ment or Office Manager? If not, why don't
you mark and mail the attached coupon and
permit the International Correspondence
Schools to show you how you *CAN* "make
good" on a big job?

For more than 21 years the I.C.S. have
been training men for better work and bigger
pay. They can do the same for *YOU*.

No matter where you live, how old you are, what
hours you work, or how limited your education—if you
can read and write and are ambitious to learn—the
I.C.S. can train you for a more important and better-
paying position.

Mark and mail the attached coupon—it won't
obligate you in the least—and the I.C.S. will show you
how you can acquire this salary-raising ability right in
your *own home*, during your *spare time*, by their
simple and easy methods.

It will cost you *nothing* to investigate—it *may* cost
a lifetime of remorse if you don't.

Mark the Coupon NOW

International Correspondence Schools

Box 829, Scranton, Pa.

Please explain, without further obligation on my part, how I can
qualify for a larger salary in the position, trade, or profession, before
which I have marked X.

<input type="checkbox"/> Advertising	<input type="checkbox"/> General Illustrating
<input type="checkbox"/> Window Trimming	<input type="checkbox"/> Commercial Illustrating
<input type="checkbox"/> Show-Card Writing	<input type="checkbox"/> Sign Painting
<input type="checkbox"/> Salesmanship	<input type="checkbox"/> Ornamental Designing
<input type="checkbox"/> Commercial Law	<input type="checkbox"/> Textile Manufacturing
<input type="checkbox"/> Bookkeeping	<input type="checkbox"/> Teaching
<input type="checkbox"/> Stenography	<input type="checkbox"/> Civil Service Exams.
<input type="checkbox"/> Banking	<input type="checkbox"/> Chemistry
<input type="checkbox"/> Commercial English	<input type="checkbox"/> Automobile Running
<input type="checkbox"/> English Branches	<input type="checkbox"/> Agriculture

Name

Street and No.

City State

New In Neckwear—Everything is new but the names, and they cling to the most wonderful confections of lace, net, batiste and fine lawn that dress the throat with new charm. Flat collars of batiste edged with flat platings for the V neck. Stuprice chemisettes of net with medici collar, wired to stand correctly. Sunshine Collars with longer points—lace, white and cream with long points on the shoulders. Embroidered Collars and Collar and Cuff Sets, the nearest approach to hand work to be found. White and ecru. New Plaitings, a score of new styles, lace, net, chiffon, lawn, etc. New flutings, such as delighted the eyes of a former generation; net, chiffon, lace and lawn. Prices 25c., 49c., 75c., 98c. and up.

Plauen Lace Collars Regular 75c to \$1.25 Values 50c—These wonderful values in Plauen Lace Neckwear—more than two thousand pieces, in all—were secured from a prominent New York importer, at an average of half price. Many styles, shapes and patterns are included, in square, and round collars, ranging from the dainty to the heavy effects. White and ecru are represented. A worn costume can be freshened up, or an added attraction given a new one, at small cost—50c. 75c to \$2.50 collar-and-cuff sets, 50c to \$1.25.

Finest of Silk Pouch Bags for \$2—The special disposal of handbags this morning includes a large number of these popular new "Pompadour" bags with one handle. Ordinarily these have cost from \$3.50 to \$5, but we secured remnants of expensive dress silks in a dozen or so good colors and had bags made at a much lower price in consequence. Every bag in the group will be sold at \$2.

150 Silk Wraps and Coats Must Scurry Out—Satins and moires—the first in black and a few colors; the second in taupe and moire chiefly, both in three-quarters and hip lengths. With their pretty silk linings and a certain piquancy they make admirable coats to wear over fluffy Summer dresses. \$5 to \$25 instead of \$12.50 to \$37.50.

There Are Times When Towel Manufacturers Want Cash More Than Left-Over Lots—This is one of the times and we took all that several of the best makers had of fine huckaback towels, to sell at these prices. At 25c each—regular 30c and 40c towels of full regular size, with hemstitched ends, excellent towels for everyday use. At 50c each—very fine huckaback towels with figured centers and hemstitched ends. 24x42 inches, of the usual 75c grade.

Middy Blouses—Blouses that give with every movement of an active girl, that lend themselves to every occasion likely to occur through the long summer days. These are remarkably well made and well cut, trimmed in the regulation blue, red, tan or all white. Both regulation middies and Balkan middy styles, at \$1.49 and \$1.98.

Bed Linens of Right Quality Rightly Priced—Below we list the names and prices of sheets and pillow cases that we have found to be the most value-ful in the market. There is nothing special about any price quoted. You may buy these sheets and pillow cases at these prices one day as well as another. The one point in this respect, however, is that the new stocks have just arrived in a quantity and variety that assure satisfaction. But—compare these regular prices at Chamberlin-Johnson-DuBose Co.'s with some special prices that you see advertised, also compare qualities, and do not be misled by special "house" brands that are often marked at higher prices than the same qualities sold under the manufacturer's own brand.

Important Bedfurnishing News—Notable values in Bedfurnishings that will mean substantial savings to many a thrifty housewife. Included in the lot are staple Cottons for household use, bleached Pillow Casing and Sheeting, Mattress Protectors of quilted muslin, white woolen Blankets with a slight mixture of cotton, cotton and wool-filled Comfortables, Crochet-weave Bed Spreads, in Marseilles patterns, and white satin-finish Marseilles Bed Spreads in handsome designs. All are marked at considerably less than regular prices.

It Is Fine to Sleep in a Bed in Which Every Breath You Draw Is One of Comfort and Security to Health—Every piece of bedding sold here is responsibly certified for cleanliness, hygienic reliability and square value. The point to remember now is that this is one of the two months in the year when mattresses, bedding, pillows and bolsters that are unexcelled at their regular prices can be bought at specially low prices, because of extraordinary purchases of hair and feathers made to meet the great demand that comes with the August Furniture Sale.

Advantages to Buyers of Lace Curtains in August—Our representative returned from his tour through the Lace Curtain centers of Europe some weeks ago, and now have followed the new styles in Lace Curtains—hundreds of beautiful designs. Following our custom of former years, we shall dispose of several thousand pairs of these new Long and Sash-length Lace Curtains at exceptional reductions in price, as an inducement to buy early. You will want to hang your Curtains in a few weeks, but these special values will not be obtainable when autumn arrives. Buying Lace Curtains now is economy of the practical kind. All are priced by the pair.

Have You Seen the White Mourning Hats?—This season there is a decided vogue for white in place of the more somber black, and some of the smartest mourning hats are all in snowy white.

What could be more effective for a young girl, for instance, than that lovely white hem, round and drooping, with its great flat flowers of white crepe? They are banked around the crown and the hat is very simple and very charming.

Young Women's One-Piece Cloth Frocks, \$7.50 to \$20—Not a large collection and each one a bit different from the others—one-piece frocks of serge, corduroys, velveteens and novelty cloths in the dark colors that young women find so practical for general wear. Plenty of blues and black, some with a touch of brightening color, others with a bit of lace or braid or buttons for trimming. It's a clearance of kinds that were \$13.50 to \$32.50 earlier, and they are in 14 to 18-year sizes.

Women's \$20 to \$25 Suits, \$15.00—An excellent collection of Suits from our own stock, in the season's choicest models and materials. Some are elaborately trimmed with velvet and buttons, and various fancies; others have simple little velvet collar, or the dressy touch given by one of the new belt-effects, and many are of the strictly tailored kind. Not all colors in each size and model, but an excellent assortment of colors in the lot.

20 Fine Linen Skirts, Hand-Embroidered at \$20—Of French and Florentine linens, light and heavy, these skirts have the fine, firm embroideries which only French and Florentine peasants know how to work. And they are in perfect condition—in the workrooms they come from, it is a saying, 'tikes as long to press as to make. Prices ordinarily would be \$25, \$27.50 and \$30.

A Rare Capture of New Silks—On Monday afternoon we received a shipment of fine Shantung pongees in the natural color—a special lot from a domestic maker—secured at a price concession which enables us to offer these goods today at 85c to \$2 a yard, the values being \$1.50 to \$5.50. Please bear in mind that quantity is limited, and the value so exceptional that these goods will be bought up immediately, especially as there is every indication that natural Shantung pongee will be in great demand and very much in evidence this Spring and Summer.

Parisienne Corsets—The whole art of correct dress can be summed up in the corset—the woman who has the wit to select the proper corset is likely to select the styles and colors which will make her costumes artistically a success. This Parisienne is the famous French corset made in America—famous as much for its workmanship as for its good lines. Thirty-five models between \$5.50 and \$28.

Linens—White as the snow through which the Pilgrim Fathers made their perilous way on those first Thanksgiving days, exquisitely soft of touch, traced with frosty designs of garland and of flower—table linen joins with gleaming silver, toothsome turkey and jovial cranberry in the Thanksgiving Feast Aristocracy.

Boys' Suits : Overcoats Reduced—There is more than merely the reduced price to be considered in buying boys' clothing: Is it good? Is more important than, Is it cheap? Gimbel boys' clothing is of assured style, and embodies every feature that marks the difference between ordinary kinds and the best that it is possible to produce. All of which gives point and emphasises to these before-inventory reduced prices.

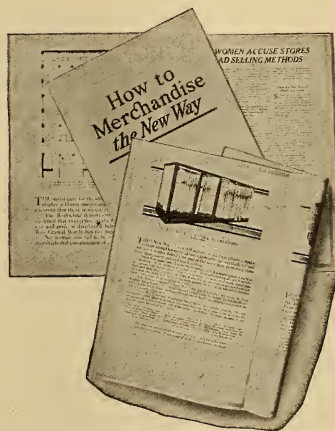
The Consumer Buys Where He Finds the Best Service

*Have You a
New Way Store?*

THERE are
nearly *three*
thousand New
Way Merchants.

If you want to know what they are doing and how they are doing it, read the book "How to Merchandise the New Way"—a practical treatise of modern retail merchandising. Forty-eight pages: large folio: fully illustrated with store plans, interior views and New Way Equipment.

Send us your name on a post card today, and we will mail you a copy, FREE. Address Dept. S.



Grand Rapids Show Case Company

The Largest Show Case and Store Equipment Plant in the World
(Licensed under the Smith Patents)

Grand Rapids, Michigan

Show Rooms and Factories: New York, Grand Rapids, Chicago, Portland

International Association of Window Trimmers

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The President Says-

That the "Slogan" is TWENTY FIVE new local associations this year. These locals are the real foundation on which to build a bigger and broader organization and to become bigger and broader we must have better co-operation; then we shall have a more efficient association.

A great deal was promulgated at the Chicago convention which will have far reaching effects. The broadening views embodied in our by-laws as the forming of local associations and the appointment of an educational and publicity committee. The significance of these progressive ideas should not be overlooked. They mean that we are beginning to do things.

The educational work is of vital importance and means a big inducement to live window trimmers to get busy and organize a local association. This committee is arranging a series of lectures on window trimming, illustrated with stereoptican views and will be furnished FREE to all local associations that are affiliated with the International body.

The members of this educational committee are men recognized as authority on display management. Mr. A. E. Hurst of the Dry Goods Economist, Geo. J. Cowan, of the Dry Goods Reporter, Thos. A. Bird of the Merchants Record, and Show Window, E. D. Pierce of Sibley Lindsay & Curr and A. J. Edgell of the Donavon Co. These are the men who are working on the lecture course and will soon have something planned as an educational feature that every window trimmer in the country should hear and see.

If any information is needed regarding organizing a local association- the president or secretary will only be too glad to co-operate with you. Just drop us a line and we will give you all the necessary information.

CLAUDE J. POTTER, President

International Association of Window Trimmers.

Lancaster, Pa.



*Economist
Training
School
Graduates*

THE following Economist Training School graduates
are all first prize winners at the recent conventions.

This forcibly reflects the value of Economist instruction and assists in answering that important question "Where shall I go to secure a practical and thorough retail mercantile training?"

C. E. Green, Display Manager for H. Leibes & Company, San Francisco, Cal., winner of first prize at the N. A. W. T. of A. Convention, Chicago, Ill., for the best and most original window display for holidays or openings.

Harry W. Hoile, Display Manager for Love man, Joseph & Loeb, Birmingham, Ala., winner of first prize at the N. A. W. T. of A. Convention, Chicago, Ill., for the best window display of men's and boys' ready-to-wear, also winner of second prize for the best display of millinery.

J. E. Hancock, Display Manager for Schwabe & May, Charleston, W. Va., winner of first prize at the N. A. W. T. of A. Convention, Chicago, Ill., for the best window display of notions, also winner of second prize for the best display of men's and boys' hats.

A. J. Edgell, Display Manager for Donovan's, Lancaster, Pa., winner of both first and second prize at

the N. A. W. T. of A. Convention, Chicago, Ill., for the best drawing, or water color suggestion for a window trim background.

E. G. Meadows, Display Manager for McLaren & Co., St. Catharines, Ont., winner of first prize at the C. W. T. A. Convention, Toronto, Can., for the best display of drapes arranged in a department store window.

Jas. McNichol, Manager for The Cussman Co., Ltd., Peterboro, Ont., winner of first prize at the C. W. T. A. Convention, Toronto, Can., in the advertising contest.

Fred Sicard, with R. H. Macy & Co., winner of first prize in window trimming contest at New York Fashion Show, held at the Grand Central Palace.

Frank E. Dreher, Shamokin, Pa., winner of first prize in window trimming contest at New York Fashion Show, held at the Grand Central Palace.

THE ECONOMIST TRAINING SCHOOL

231-249 West 39th Street, NEW YORK

Our twenty-four page catalogue gives complete information, costs, and class formation dates. It's free, if you return this coupon.

Please mail information on

- ☐ Retail Advertising ☐ Retail Salesmanship
☐ Display Managing, Window Trimming
☐ Show Card Writing ☐ Books on Retail Subjects

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Palmenberg
NEW YORK

Send for It

Our latest booklet is our best

Twenty good pages of new
ideas on drapery and display

Sent freely on request

J. R. PALMENBERG'S SONS

Established 1852

BOSTON
30 Kingston Street
110 Bedford Street

710 BROADWAY, NEW YORK
FACTORY: 89 and 91 W. 3d ST., NEW YORK

BALTIMORE
Nos. 10 and 12
Hopkins Place

The Canadian Convention

THE Canadian Window Trimmers' Association held its second annual convention in Toronto on Monday and Tuesday, August 11 and 12. Although the attendance was somewhat less than had been anticipated, those present made up in enthusiasm what they lacked in numbers. An excellent program had been prepared and with some deviations it was carried out in a highly satisfactory manner.

Considerable business having an important bearing upon the future success of the organization was disposed of during the meeting. Among other matters that came up was a discussion as to whether or not the Canadian association should become affiliated with the International association. This could hardly be called a "discussion," since every member of the Canadian association was strenuously opposed to merging their identity in the larger organization. The sentiment, to a man, was strongly in favor of preserving its identity through a separate organization.

Henry Hollingsworth, who held the presidency during the last term, announced that he would not act in that capacity for another year. J. L. Maude, who had acted as secretary for the past year, also declared that other duties would make it impossible for him to continue in that office. Both of these men have been highly efficient officers and had accomplished much for the association during their term of office. It is with regret, therefore, that their retirement was consented to by the association. The services of Mr. Hollingsworth were retained officially by his appointment as honorary president.

J. A. McNabb, of Richard Hall & Son, Peterborough, for several years assistant to Mr. Hollingsworth, and for the last two years window dresser for R. Hall & Son, was the unanimous choice for the office of president. Last year he was chosen second vice-president.

For first vice-president, Warren Andrews, of St. Thomas, was the choice, and "Eddie" Burns, of the Robert Simpson Co., Toronto, for second vice. F. J. Thompson, of W. E. Maxwell, St. Thomas, was elected secretary.

The Executive Committee was selected as follows: W. C. Greenhill, of Brantford; R. M. Beauchamp, of John Murphy & Co., Montreal; F. C. Kickey, of McKinnon & Co., Weyburn, Sask.; Perry, Dry Goods Record, and H. Black, Dry Goods Review.

Membership Committee—J. McNichol, Allen & Cummings, Moose Jaw; Whitesides, Aylmer; W. G. Moir, Robinson Co., Hamilton.

Already preparations are under way to develop the great natural possibilities of the Canadian association. A vigorous campaign for new members will be conducted during the coming year and plans are being perfected to make the next annual convention a big success. There are in Canada a great many capable window dressers who would find it to their advantage

to join the association and attend the Toronto conventions and there is but little doubt that before the 1914 meeting the membership will have been multiplied.

§ §

"Made In Chicago" Week

DURING August, "Made in Chicago" week was conducted under the auspices of the Chicago Association of Commerce. The event had been widely advertised and attracted considerable notice, not only down town, but all over the city.

Indeed in some of the outlying shopping districts the displays and decorations were made more of a feature than within the loop. Generally speaking there was but little effort at window decoration, the merchants contenting themselves with displaying Chicago-made goods with appropriate cards. To the ordinary observer, the show was much the same as last year.

It is far from our intention to assume the roll of critic but there is one feature in connection with "Made in Chicago" week that has possibly escaped the attention of the promoters of this event. In dozens of windows all over the city were shown the regulation posters with the wording, "GOODS DISPLAYED IN THIS WINDOW ARE MADE BY CHICAGO MANUFACTURERS," and in the same windows was displayed merchandise that certainly was NOT made in Chicago. For example there was one window filled with stoves bearing the name of a prominent Detroit manufacturer, yet the most prominent thing in the window was a big, "Made in Chicago" card. A "Two-Dollar Hat" store had in it one of the Association of Commerce cards surrounded by fall hats which were purposely turned so the labels, "Made in Austria," could be read. Similar instances by the score might have been observed. Incidentally it may be said that the same was true of the windows last year.

§ §

PROBABLY they would not admit it, but there are many window dressers who are more interested in making a "pretty" show than they are in making the window sell goods. They become highly enthused over opening displays with elaborate backgrounds but when it comes to sale windows, interest lags and they go about their work in the most perfunctory manner. This is a natural failing but it is a failing for all that. The decorator is employed to sell goods the year round through his displays. The sale windows are relatively as important as those put in for openings.

§ §

EMPLOYEES of the department store of Woodward & Lothrop in Washington, D. C., lately organized a "Veterans' Club" made up of those who have been in the employ of the store for twenty years or more. There were twenty-six women and forty-three men at the first meeting.

Last Minute Orders

You can send us your "last minute" orders with the assurance that they will be filled promptly and to your entire satisfaction. We have a splendid line of fall goods and you will find our service as good as our merchandise.



No. 4201. Rambler Rose Leaf Vine. Beautiful autumn tints.
Dozen \$ 1.00
Gross 10.00



No. 4136. Grape Vine. A very good fall vine in the best of colors. Three bunches of grapes to length. Size 40x10 inches.
Dozen \$36.00
Gross \$36.00



No. 4138. Oak Leaf Vine. An excellent foliage vine in variegated autumn tints. Will prove very satisfactory. Size 40x9 inches.
Dozen \$ 1.85
Gross 18.80



No. 3017. New Rambler Rose Vine. Here is a beautiful vine for use on pergolas or frame work. Size, 36x10 inches; autumn tints.
Dozen \$ 3.50
Gross 36.00



No. 2903. Adiantum (Natural preserved). These Adiantums have a delicacy and daintiness that adds as much to the trimmer's work as do the ferns that the florist always places in his bouquets.

Green or autumn colors.
Per 100 \$6.75 Per Dozen \$0.90
State color desired.



No. 4185. Golden Rod. Golden Rod is a great favorite with many decorators. Here is an unusually good specimen. Stem 12 inches long.
Dozen \$0.80
Gross 8.00



No. 4200. Natural Preserved Oak Spray. The finest natural foliage preserved by a special process which gives a splendid autumn color.
Per 100 \$10.00

"Schack's Christmas Flower Book" will be ready for delivery September 20. It will be the best catalogue of holiday decorations ever issued and will be filled with fine new ideas—Send for it now.

The Schack Artificial Flower Co., 1739-41 Milwaukee Ave., Chicago

HANDLING THE AIR BRUSH

AN ADDRESS DELIVERED BY L. O. BUTCHER OF CHICAGO BEFORE THE NATIONAL ASSOCIATION OF WINDOW TRIMMERS AT THE CHICAGO CONVENTION—PRACTICAL SUGGESTIONS

MR. L. O. BUTCHER of Chicago is conceded to be one of the most expert operators of the air brush in this country. During the Chicago convention, Mr. Butcher delivered an address in connection with a practical demonstration of the use and care of the air brush. He touched upon many points that have not before appeared in print and for this reason what he had to say will be read with interest by every operator of an air brush. Mr. Butcher said in part:

"It is interesting to see the development that has marked the past year in direct or face-to-face advertising as is embodied in window displays. No selling campaign or special feature sale is complete until the display is up to the standard of greatest efficiency. It rests with the Window Trimmer to make the final impression, and last appeal to the buying public. This taste and skill required to do this well, requires constant study of prevailing methods, as well as that sense that looks into the future and sees things that will be. That intangible something that enables you to get character and individuality into your windows. It is this 'something different quality you put into your work, that distinguishes you from the hook worm kind of trimmer. The indifferent kind.'

"To be a live-wire with the right kind of 'kick,' the force that does things, necessitates an equipment that embraces all the best means of securing results with the least possible outlay of time. It means too, that you

must be endowed with a goodly portion of the skill of many specialists. No one knows that better than those here. Local conditions are strong factors in determining how a trim should be made. A trim that will appeal the strongest to the class of people the store seeks as customers, are in all cases the ones to use. Simplicity, however is the keynote in all trims. A simple trim with few articles used, will in all cases prove the most attractive. Simplicity, harmony of line and color, and unity should receive your first consideration in planning the trim.

"Many Trimmers do not have access to ready-made accessories when some special trim is wanted. In that case he must resort to home-made grounds, screens, dividers, etc. It is the 'home-made' that appeals most to me. The trimmer thus thrown upon his own resources, becomes a creator of ideas based perhaps upon study, observation, or adaptation. Men of this sort very seldom lean upon another's shoulders. It is to this class of men that I take pleasure in offering some suggestions on the use of the use and possibilities of the airbrush as applied to his work.

"I shall use one of each of the three principal makes of brushes, either of which will respond readily to the skill of the user. How successfully you use it depends upon your knowledge of what it will do and what it will not do. The quality of the spray depends wholly upon the condition your brush is in, and the color used.

"There are two classes of brushes in use among the Window Trimmers. The single action brush, in which the air only is controlled by the lever. The different width of spray is gotten by the adjustment of a screw or lever depending upon the make. A single action brush will throw any given width spray until set for a different one. In the double action brushes both the air and width and quantity of spray is controlled with but one lever. The quality of the spray is the same in both kinds of brushes. The double action brush cleans the tip at every release of the lever. The single action will not.

For the busy man, I would recommend the double action brush.

"I will point out some of the troubles met with in using the different makes of brushes. A coarse, uneven spray in either brush is caused in most cases by the accumulation of dry color in the color passage, by using a color that is not fine enough, or by air not reaching the tip properly. Clean out the color passage with a solution of sal soda, and use plenty of water afterward. Alcohol or benzine are also good. Strain the color as often as necessary. See that the rubber washer in the air valve is not in bad shape. If imperfect, put in a new one. In the Wold brushes color will accumulate at the tip and cause the spray to blow upwards if a color that is too thick is used. Keep the color thinner and clean the tip with a small bristle brush. In the Paasche brushes, when a color that has gum in it is used it will gather at the tip and cause spatters when a big spray is being used. In the Fountain brushes if the cap is too far out the color will hit the sides and cause it to spatter. Keep any brush adjusted right. Keep a brush clean by using plenty of water through it.

"I have here, several styles of letters that are best adapted to use when a stencil letter is used. As you see, they are all joined together so that they may be easily and quickly handled. . . . For hasty scenic effects for cards or grounds, use a stencil that may be cut in one piece. One side for the distance whether it be mountains or foliage, the other, for the trees or other objects in the foreground. The intervening spaces are to be filled in freehand. This same manner of working may be applied to small panels for background purposes. When larger panels are used the stencil should be cut in more detail and enough stencils used to get the principal parts in their relative position. By making a drawing in outline, the scene wanted for use, and registering it with as many sheets of paper of the same size as you would want stencil; carbon paper or charcoal rubbed on the back and the drawing traced will give you a perfect, registered drawing on all the sheets. Cut one, blow that on the next, cut that, blow both on the next, and so on with as many as is needed. This small landscape with the holly spray will illustrate the point. This stencil of an elk's head will show how subjects of this sort should be treated.

"The color of fixtures can be easily changed by blowing on white or any tint wanted, using watercolor for the purpose. This can be easily washed off afterward. Back-



Put the Punch Into Your Sales

You can ginger up your sales in a wonderful manner with the

Silent Salesman
TRADE MARK

ALL GLASS SHOW CASE


Start fall business with a rush. Never has there been a show case that would take hold of your customer and compel his attentions like this one.

Its selling force lies in its rich beauty and because there is no frame, angle, screw or clamp of any kind used in its construction, to interfere with a perfect view of the goods within.

Try one, and you will want more in a short time. We make both indoor and outside show cases. Our catalog and booklet "THE VALUE OF DISPLAY" sent free on request.

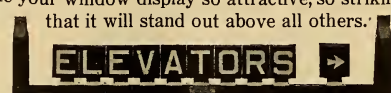
DETROIT SHOW CASE COMPANY

Show Case Makers to Progressive Merchants
487 FORT STREET WEST - DETROIT, MICHIGAN
Get Our Book on Modern Store Front Construction



Interchangeable Electric Letter Signs

Will make your window display so attractive, so striking, so vivid
that it will stand out above all others.



The Midas is the most economical, elastic and flexible system of window display illumination that has ever been devised. You can run any legend you wish, change it as often as you want, and the electric lights that illuminate the letters will light up your window and show off your goods better than any direct illumination that you could get at a minimum of expense.

The Midas Electric Letter is made in four parts, the base, the lamp, the lantern and the letter. Together these parts form a perfect unit and it is just this unit construction that gives the Midas System its wonderful flexibility. Each letter is made to fit every lantern, thereby making it possible to easily change the letters or the wording of the sign.

The Midas is especially fitted for department stores. The glass letters may be inserted both in the front and back of the lantern, making a sign that can be read both ways, with the same reading on both sides or a different reading on each side.

Let Us Tell You More About The MIDAS

How it will help you make your window or department a silent salesman every minute of the day and night. No matter what your business is, the Midas Letter will make your display more effective—will make it stand out so strongly above all competitors that not an eye will miss it. It will pay you to write for details, for the Midas will bring you big returns at little outlay.

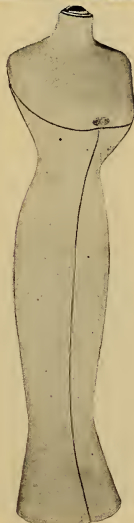
MERCANTILE ADVERTISING COMPANY

Specialists in unusual and electrical window attractions

550-4 MARBRIDGE BLDG.
BROADWAY AND HERALD SQUARE
NEW YORK CITY

**5 FORMS
IN
1**

The Most Practical Set of Forms and Greatest Value Ever Offered for the Money



5 in 1 Form

Here is the famous "Five Forms in One" that created a sensation at the Chicago Window Trimmers' Convention. It is the most graceful stand ever produced and can be used in more ways than any other stand. You can use this stand in the following ways:—

As a Full Form which would cost.....	\$7.00
As a Three Quarter Form which would cost.....	5.00
As a Shoulder Form which would cost.....	3.00
As right and left Drape Forms which would cost.....	6.00
Total.....	\$21.00

Our Price for This Form Complete is \$7.50

Finished in white with bust in best flesh colored enamel. This is the greatest value in display forms that has ever been offered. Every piece is perfect and guaranteed to stand service and give perfect satisfaction.

Extra. Same form covered with pink or white jersey with flesh enameled bust—each, complete **\$10.00.**

Send in your order now for your Fall Opening Displays. We manufacture everything for Store Equipment and Store Lighting. Get our Catalogue.



One of the hundreds of up-to-date drapes that can be made on this new form.

SUPERIOR BRASS & FIXTURE CO., 316-318 W. Jackson Blvd., CHICAGO

grounds for Fall displays can be easily made by cutting a spray of foliage in stencils and spraying on the panel with the yellows, browns, reds, and dull greens peculiar to this season. It will require in all two or three stencils. Any of the watercolor wall coatings are ideal for airbrushing. Those containing the least glue give the best results. If you use a tint of some kind in painting the ground, take into consideration the effect that tint will have on the other colors used. It is best to keep to the soft tones. The tones of warm and cold grays. A good effect is obtained by using one color only in varying tints.

"The effect of marble or onyx for fall grounds should be made over as buff or yellow ground. The lining would be done with brown, the other markings with red and stronger yellows. Use a green color to pull the other colors together and to add the spirit of departing Summer to it. For white marble use a mixture of prussian blue and lamp black for the veining. For the stronger markings add a little reddish brown, and here and there a touch of yellow or green or both. Felt covered or cal-cimined coverings can be used. For temporary panels, mat board serves the purpose well. For more permanent settings any of the prepared composition board may be used. If the setting is finished with oil paint, the colors ground in japan, thinned with turpentine and a little varnish should be used. These work splendidly in the air brush. They should, however, be strained through coarse muslin before being used. The brush should be washed out immediately after use, with turpentine and benzine blown through it last. Should oil paint dry in the brush, use paint remover to clean it out. Blow alcohol through the brush after the paint cleaner has been used, then water. Keep the working parts free from paint.

"You can get some splendid results by getting from the woods, branches, leaves, flowers, grasses, or other decorative forms, pressing them between boards until dry and using them as stencils. They will last much longer if shel-lac is applied to them first.

"For the benefit of those who do not have an air-brush, I will offer a suggestion to show the use of lecturers crayons in making many of the color schemes and scenic effects that are gotten by other means. The sketch will show the manner of working it. Each tone is applied where it belongs, and one color over another used to produce the necessary blending, and add more detail to the work. This work can be made comparatively permanent by blowing a thin fixative over the drawing when completed. Blend the colors with the fingers. You will find these chalks in any good book store. They are not expensive.

"If you have any difficulty in drawing the subject, use the square system or a pantagraph. You will find many things in the current magazines that make excellent subjects. Select those with the least detail. The ones that have solid masses.

"What I have done in the way of demonstrating the manner of working, is of necessity very incomplete. It is offered only as a suggestion of how to go ahead with the work. It is impossible in the limited time that can be allotted, to go into the details of any particular subject when it embraces so many essential things as does this subject. To treat one subject only, would not give the suggestion to the greatest number that would help them in some degree in their work. For that reason I shall ask your indulgence.

"To more fully illustrate the points stated, I will show some finished drawings made with the airbrush, that are designed for background panels, screens and friezes. As presented they will show the different ways of using stencils as well as that done freehand."

§ §

WHILE the specialist may possibly achieve great success in his chosen line, the average decorator who is familiar with many lines will have a better opportunity to succeed than the man who knows only one line. In the big department stores, for instance, most of the helpers are one-line men, whereas the head decorator and his chief assistant must necessarily be all-round men.

Courtesy

NO MATTER how well regulated a store may be, some customers must inevitably be offended by what seems to them a lack of courtesy on the part of salespeople. Sometimes there is real ground for complaint and in other cases the customers are oversensitive or unreasonable. The effect, however, is the same in either case. The customer makes up her mind that she has not been treated properly and the store is held to account. The management rarely hears of these real or imagined grievances so there is little chance to straighten them out. An occasional little ad-editorial on the subject might serve to pacify disgruntled customers. The following one from an advertisement of Strawbridge & Clothier, Philadelphia was printed under the heading "Courtesy:"

Emerson said, "Life is not so short but that there is always time enough for courtesy." Unfortunately, some of us forget, in the stress of the day's work, that more work can be accomplished, and with less exertion, when we are courteous than when we are curt.

We have thousands of employees who come into contact with our customers, and we are glad to say that comparatively few of them fail in a proper and becoming courtesy—in fact, we believe that our Store Family maintains a higher average in this regard than will be found in any other store.

Nevertheless we know there is room for improvement; we all know that being busy is no excuse for impatience or impoliteness; and yet we have to acknowledge to ourselves occasionally that we have replied brusquely or indifferently to some inquiry, perhaps just because we were waiting upon another customer—which is no excuse at all.

But you, our customers, knowing how easy it is for us, being human to allow petty annoyances to make us forget our manners, will forgive some of our slips on very busy or very warm days, and readily agree that, after all, this is the Store of Willing and Courteous Service.

§ §

WHEN a store has only one window, and all of the goods are removed to make a change of trims, it sometimes appears to the man on the sidewalk that the store is going out of business. To prevent this impression, the United Cigar Stores have large signs that are hung in the windows while changes are being made. They read—"Window Trim Being Changed—Business Is Going On Inside As Usual."

§ §

THERE are very few price tickets that require more than the figures indicating the amount. For example if a ticket is to be used on a pair of trousers, it is not necessary to say "\$5 Per Pair" or "Trousers—\$5." A simple ticket with "\$5" is enough. The same applies to a great many other things—the extra word is useless and takes up the card writer's time.

DAILY-QUALITY
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DAILY-QUALITY
DAILY-QUALITY

IN 45 states of the Union, my "Perfect Stroke" Brushes and Supplies are in use. They're made for the card writer and sign painter who wants better work and a better pay envelope. Why don't YOU get in line for more artistic results and more salary?

Write for FREE illustrated catalog

"Perfect Stroke"
BRUSHES

Bert L. Daily
(Dept. E-9) of Dayton, O.

"Perfect Stroke"
BRUSHES

DAILY-QUALITY
DAILY-QUALITY

DAILY-QUALITY
DAILY-QUALITY

DAILY-QUALITY
DAILY-QUALITY

DAILY-QUALITY
DAILY-QUALITY

Best Big Stores Use Model Forms

The New Famous - Barr Store, St. Louis, Mo., is among the latest large stores to appreciate the all-round superiority of Model Forms and Wax Figures, which are being used to effectively show their goods in this store's grand opening displays.



No. 180 M. R.

Adjustable Wax Costume Figures

See No. 180 M. R.

These forms have detachable bodies. Can be raised or lowered as desired. Have tilting device, allowing forms to be adjusted to any angle, effecting a correct, graceful and natural pose. Forms will stand without support, no rods being required to hold them in position. Feet made to fit into shoes.

Drapery Forms

Latest designs. Attractive lines. Exquisite skirt effects obtained by the use of any of the Drape Forms we illustrate. Specially designed to bring out to the best advantage the colors and patterns of different dress fabrics.

Send today for our new catalog, just issued — it's full of practical ideas



Draped Bust Inserted



No. 582½ M. R.

MODEL FORM CO., 554 West Jackson Blvd. **Chicago**

We are also Manufacturers of ADJUSTABLE and NON-ADJUSTABLE Dress Forms. Correspondence invited.



Handsomely bound Leatherette Cover.
Size of cover 8½ x 10½, lettered in gold.

STRONG'S BOOK OF DESIGNS

A Masterpiece of Ornamental Art,
Contains Over 300 Designs,
200 IN COLORS

PARTIAL LIST OF CONTENTS

50 tinted air brush designs worth price of book alone: — Poster, Book Cover, Ribbons, Pen and Ink and Theatrical Designs, Flower and Ornamental Designs representing Mr. Chas. J. Strong's best efforts, ideas for Show Cards, New and Original Alphabets, Sign Ends and Hanging Signs, Letterheads, Business Cards, Scrolls and Panels, over 300 designs in all, 200 of which are printed in colors, cuts used in book cost over \$4,000. They are printed on finest enamel paper.

The price of Strong's Book of Designs is only \$3.50 Shipped Postpaid on Receipt of Price.

THE MERCHANT'S RECORD COMPANY, 315 Dearborn St., CHICAGO, ILL.



For Our Advertisers

Success in Sign Writing

The reputation of every good sign writer is built upon three working factors—clearness—accuracy—speed. These are the three quality factors that spell success. When you use Eberhard sign writers' brushes and supplies, you will find a material quality that is *constant*—the same today, tomorrow and as long as you use them. They are tools that give visible form to ideals of beauty—tools that are well qualified to give these uniform and beautiful effects so pleasing both to the hand and to the eye.

The Sign Writer's world is already using the Eberhard tools, pretty generally. Our object is to help every sign writer to know exactly what particular Eberhard brush or specialty is intended for his individual needs. Once settled on a brand and grade, he is settled permanently until his needs change. The grade won't change—we make sure of that. So carefully are they made that superlative smoothness is assured, permitting a maximum speed with a minimum of effort. If you once use any of the specialties from the Eberhard line, you will find that they have no equal for the work intended.

Their new folder, which at one pull shows the complete line adapted to the requirements of the practical signist, is now in the press, and will be ready in September. Upon your request addressed to Eberhard & Son, Dept. R., 298 Pearl St., N. Y., a copy can be had for the asking.

New Fixture Factory

Charles F. Kade Fixure Case and Fixture Company, is the name of a new company located at Plymouth, Wis., for the manufacture of high grade show cases, store fixtures, etc. Mr. Kade, the head of the new concern, needs no introduction to the trade, as he is known all over the country as a practical fixture manufacturer, having had

more than thirty years' experience in the designing and making of high class fixtures of all kinds. He has invented many of the most practical display devices that are now in use in the best stores. Associated with Charles F. Kade in the new business is his son, Arthur W. Kade, also a practical fixture designer, and Paul E. Bode, who is a wood worker, with more than twenty years' experience in this line.

The new company does not claim to have the largest factory in the world, but it will be thoroughly modern so far as equipment and methods are concerned. Only the most expert workmen will be employed and a specialty will be made of high class work at prices that will enable them to compete all over the country.

The new factory is admirably situated with reference to transportation facilities and it is thought that they will be ready to ship their products about the first of November. The company is incorporated under the laws of Wisconsin with a paid up capital stock of \$35,000.

Electric Letter Signs

A remarkably practical and satisfactory electric sign made up interchangeable letters has been placed on the market by the Mercantile Advertising Co. of New York. The new sign is called the "Midas" and is constructed upon a new and improved plan which makes it an unusually handsome day or night sign that is not expensive to buy



and costs but little to maintain. The construction of the sign is so simple that any one can easily change the letters and keep it in working order. Most of the parts are unbreakable and if a part is lost or destroyed, it is easily replaced at a trifling cost. The "Midas" signs are now in use in a great many of the large stores and they have proved so satisfactory that reorders are being received daily. The accompanying picture shows how the sign can be used in a window and it is equally useful inside the store as a means of designating departments, stairways, etc. Some interesting literature concerning this sign has been got out and will be sent to any one who will address the Mercantile Advertising Co., Marbridge Building, Broadway & Herald Square, New York.

A Practical Testimonial

Owing to the report of the Chicago Convention, the August number of *Merchants Record and Show Window* was a few days late.

This delay had not been announced, and we received more than four hundred inquiries from subscribers who supposed that their papers had gone astray.

This is practical testimony as to the value our readers place upon this paper. They look forward to receiving it every month and if it does not arrive on time they want to know the reason why.

YEARS ago, when people did little traveling, the small town merchant could manage to get along with crude and insufficient store equipment—people didn't get around enough to know the difference. Today these conditions have changed. Cheap and easy transportation has made it possible for every one to visit the cities and discover what really good store service is. As a consequence, the people who live in the smaller places now judge a store by its equipment and service as much as by the merchandise carried. Good fixtures and a bright, airy, clean store go far toward making the success of any retail business.

Work with the BRUSH of the MASTER SHOW CARD WRITER

Many men in the show-card profession have established themselves and their work so thoroughly, that they have become known as masters. These men attribute a large part of their success to the brushes they use, as well as the colors and materials. The D. S. of L. BLUE HANDLE BRUSHES have played an important part with these masters.

D. S. of L. BLUE HANDLE BRAND BRUSHES

Imported from Germany and France are works of art. They are hand-made and these careful, painstaking, foreign workmen build unequalled brushes. The D. S. of L.'s American made brushes are not inferior to the foreign ones and have the quality necessary in real **good** brushes.

When good brushes can be had at the prices we ask, you are crippling yourself by not using them. Good brushes and supplies make efficiency. Use the brush of the master show-card writer.

Write for complete catalog of "Strong's Celebrated Supplies."

Address, **Supply Department**

THE DETROIT SCHOOL OF LETTERING
DETROIT, MICHIGAN

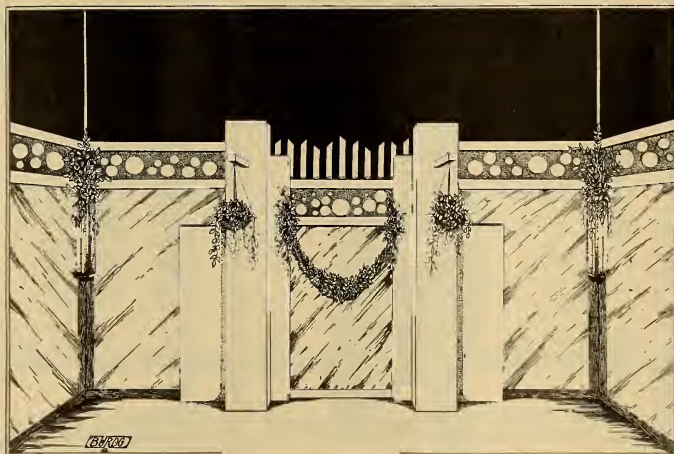


SUPPLY DEPT
DSL
DETROIT MICH

"Largest dealers catering exclusively to the lettering fraternity"

COMPO BOARD

for
Show
Window
Back-
grounds



Compo-Board must not be confused with any of the cheap substitutes made of pulp-paper or cardboard. It has stood the test of time and proven its superiority. Compo-Board is in a class by itself. The most practical and useful product to have around a retail store.

Compo-Board is built with kiln-dried slats as the foundation, pressed between layers of air-tight cement and specially prepared paper into a stiff straight sheet $\frac{1}{4}$ inch thick. It is sold in strips four feet wide by one to eighteen feet long.

SAMPLE AND BOOK FREE. TELLS IN AN INTERESTING WAY ALL ABOUT THIS MODERN WALL BOARD.

Northwestern Compo-Board Co., Minneapolis, Minn.

1404 Lyndale Ave., No.
Minn.

POLAY'S New Plateaux

The Very Newest Art Fixture Designed—The Delight of
Window Decorators Who Appreciate the BEST

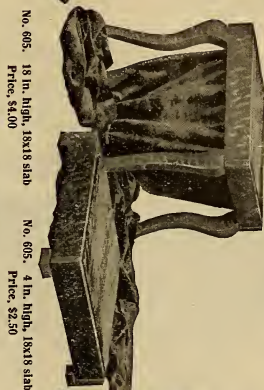
Complete Set of Four Sizes, as illustrated above for \$12.50.

ORDER NOW.

Polay's New French Leg Plateaux have removable Legs and Slabs.
The Slabs allow for the use of Push Drapes for Color Schemes. Plateaux furnished in any finish desired to match your woodwork. Special sizes to order.



No. 605, 8 in. high, 18x18 slab
Price, \$3.00



No. 605, 18 in. high, 18x18 slab
Price, \$4.00



No. 605, 4 in. high, 18x18 slab
Price, \$2.50

No. 605, 12 in. high, 18x18 slab
Price, \$3.50

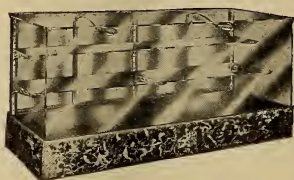
REPRESENTED BY
POLAY FIXTURE SERVICE
CHICAGO

Send for our new 32 page catalog showing clever Displays

IT'S FREE

POLAY FIXTURE SERVICE
612 MEDINAH BLDG. CHICAGO

Do Your Goods Show?



Do people have to guess what is under your counters? Expensive guessing for you, if they do. Fix up a good display in a

Quincy "Special"

and make them ask for "goods like those in the show case." The construction of the Quincy is unique. We have our own patented features that make them superior in many ways. Note the practical patent that holds the glass. Examine the simple and easy-to-adjust shelf brackets.

Every part of the Quincy "Special" is made of the best material, and is guaranteed to give absolute satisfaction in every particular.

*Write for our catalog, and
note the prices and quality.
You will be impressed.*

Quincy Show Case Works

QUINCY, ILLINOIS

CHICAGO, Jackson Blvd.
and Franklin St.

WICHITA, KANS.
301 Beacon Building

DALLAS, TEX.
907 Commerce St.

PITTSBURGH, PA.
917 Liberty St.

JACKSONVILLE, FLA., 20-28 Julia St.



**Do you want the most up-to-date windows in your town?
Then you want the NUWAY INDISPENSABLE Stand.**

It is absolutely the only stand on the market built especially for bulky or heavy goods, such as blankets, comforts, linens, china, and wide dress goods.

EACH STAND IS EXTENSIBLE
The 42-inch stand extends to a height of six feet. Drape one end of your wide dress goods over the half-circle, upright, flat or angled, at this height, and drape the other end down to the floor in a wide sweep, and you have the much sought after sweep drape with but a few moments work.

The circle flat on the face of the tee displays blankets and comforts without touching the floor, as the stand may be adjusted to any height desired.

THE SAME CIRCLE
flat on top of the tee or pedestal, forms a table for the perfect, easy showing of china or displays of like character, and is also invaluable for use as a bargain table throughout the store.

As many stands may be ordered as required, and any variety of top fittings in accordance.

Finished in any wood. Prices and folder upon application.
DAVID B. CHAMBERS, 1533 WEST TWENTY FOURTH STREET
DES MOINES, IOWA

Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal.*

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

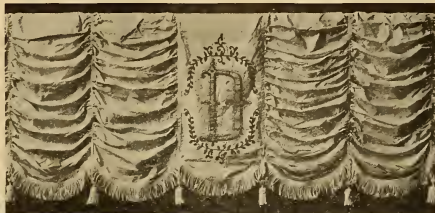
Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1913 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK.



Show Window Shades and Valances

of our exclusive designs and make are the most artistic and attractive obtainable.

Puffed Linen Shades

and Valances (our designs) give an individuality and finish to your show windows that make them far more effective than the windows of your neighbor.

Our Puffed Shades and Valances received all the attention in our line at the big Chicago Convention. Recognized on sight as the genuine by discriminating men who know.

The Art Window Shade Company

2411 North Halsted St.

CHICAGO, ILL.

Write today for catalogue showing great variety of styles and prices.



Reduce Your Light Bill!

Save current; operate lights automatically. This Time-Switch puts system in your window lighting. We ship it on approval.

Address

National Time Switch Company
South Bend, Indiana, U. S. A.

Every Card Writer should have this Book

COLOR MIXING

for the Commercial Show Card Writer **Price 50c**

COMBINATION OFFER

{ 1 Commercial Show Card Writing Course \$1.00 }
{ 1 Color Mixing, for the Show Card Writer .50 } **\$1.00**

Address:

Quikway Card System

Box 799, Kalamazoo, Mich.



Artificial Flowers and Decorations

Of All Kinds and In Any Quantity

Electric Light Shades—\$10.50 per gross, \$1.00 per dozen.

Send for samples

M. SYLVESTER
150 Bleecker St., New York



You may be greatly in need of

Decorative Paintings, Relief Ornaments, Urns, Vases, Pedestals, Window Dividers, Special Stencils,

Decorative Platforms for Shoe or Drug Store Displays. Bench Tables for Clothing Displays. Special Gold Bronze and Liquid for Window Trimmers' use. Special Designs.

Everything that you need can be found in the Show Rooms or Studios of

Bodine & Black
856 N. State St.
CHICAGO, ILL.

Phone North 4136

Designers and Manufacturers of Special Complete Backgrounds for Show Window.



\$1.00 BUYS **COMPLETE SET of**

PURE RED SABLE ONE STROKE SHOW CARD BRUSHES

GUARANTEED

to be the best Brush You ever used.

Outclasses the old style "igger"

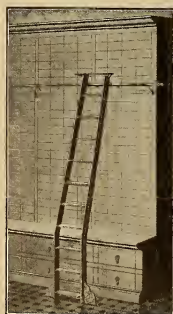
MY

HANDSOME 96 PAGE **CATALOG SENT FREE**

Chas. J. Strong, Founder

DETROIT SCHOOL OF LETTERING

ESTD. 1899
DETROIT MICH.



BICYCLE Rolling Ladders

are made in many styles and to fit all kinds of shelving
Send for catalog giving full description and prices

THE BICYCLE STEP LADDER CO.

61 W. Randolph Street, CHICAGO, ILL.

Wm. Penn Leaf Mfg. Co.

641 Arch Street, Philadelphia, Pa.

Manufacturers of All Kinds of
FLOWERS
and Foliage for Decorations

Special No. 101—40 large oak leaf, fall color, branched, 24 in. by 54 in. \$8.00 Dozen
Special No. 201—36 inch Smilax Vine, fall color \$9.50 Gross

No catalogue issued Write for further quotations

DISPLAY FIXTURES

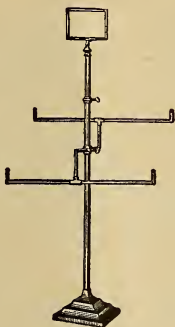
For Window and Interior Displays

Metal and
Wood Display
Fixtures,

Papier Mache
Forms,

Wax Figures,
RACKS

Hangers,
Cheval and
Triplicate
Mirrors



No. 464

Hand and
Counter
Mirrors,
and Etc.

Everything
for the
Display.

Brass Rails
and
Brass Grills.

Manufactured by

S. M. MELZER

C. B. TRACEY, Mgr.

915 Filbert Street,

Philadelphia, Pa.

Write today for our new Catalog

BEAVER BOARD



One of the show-windows of The Bailey Co. of Cleveland, where Beaver Board is used extensively for window-trims.

Why They Use Beaver Board

Among other reasons, because it is light, strong and durable; takes paint beautifully; can easily be moulded to various forms; comes in convenient sizes; makes frequent changes of back-ground easy.

Beaver Board is also used for drop-ceilings, partitions and for entire walls and ceilings in new and remodeled buildings of every kind

Write for free booklet "Beaver Board for Window Trims"

The Beaver Companies

United States: 164 Beaver Road, Buffalo, N. Y.

Canada: 364 Wall St., Beavertown, Ottawa

Great Britain: 4 Southampton Row, London, W.C.



Trade Mark

KADY SUSPENDERS

are built to give comfort. They adjust themselves automatically to every position of the body. They cannot bind or strain.

The Double Crown Roller

shifts the soft, smooth webbing with every movement, relieving the wearer of the slightest pressure or constraint.

Kady Suspenders are the choice of men who recognize the value of clothing comfort. Their popularity is increasing rapidly.

They are known everywhere to discriminating men who buy because of quality.

Retail at 50c. and 75c.

Prices to dealers: \$4.00 and \$4.25 a dozen.

Attractive store cards and selling helps furnished free to the trade.

Makers of all kinds of Suspenders, Belts and Garters.

THE OHIO SUSPENDER CO.
Mansfield, Ohio, U. S. A.



Sell More Waists

by Showing Them Properly



Waist Forms should be in every window of your store this Fall.

The most satisfactory way of showing waists is on the Great Western Waist Forms. They show off the waist in the best possible manner and the result is, increased sales in your waist section.

The new form we illustrate is flesh colored enamel neck, shoulders and bust, balance of form covered with white Jersey vest, nickel adjustable standard and base.

Hot Off The Griddle, The Great Western Girdle Form

We have a fine new fixture for showing the long girdles that are just coming into style. This is a fixture that will be needed by every decorator this fall. Let us tell you more about it.

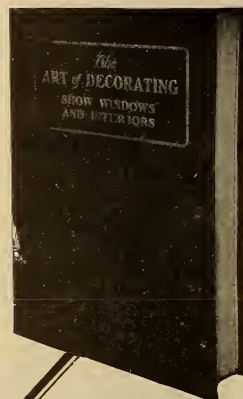
Our Line of New Wax Figures For Fall Now Ready and it will pay you to see them. Full proportioned wax bust, beautiful facial expression, correct poise, etc. We guarantee these forms in every respect.

Write for Catalogue—Just Printed

Great Western Fixture Works

131 South 5th Ave.

CHICAGO



The ART of DECORATING Show Windows and Interiors

This book is not the work of one man but is compiled from information furnished by more than one hundred of the leading window dressers of America.

410 PAGES (7½ x 10½)

of solid information on every subject pertaining to window dressing and store decoration.

If you want to know the latest and best methods of Displaying Every Sort of Merchandise you will find this book indispensable.

THERE ARE 618 ILLUSTRATIONS including special backgrounds, mechanical displays for all occasions, special feature displays for every season and every occasion. Diagrams and working drawings show how to build all kinds of mechanical and electrical displays.

The following are a few of the subjects treated of fully in this book: How to plan displays and select goods—How to construct frame work—How to drape—How to create perfect backgrounds—How to paint scenic backgrounds—How to make your own fixtures and use them—How to decorate for all national holidays—How to trim ledges and interiors—How to make plaster casts—How to clean and repair wax figures—How to make decorative flowers—How to do hundreds of other things in connection with store decoration.

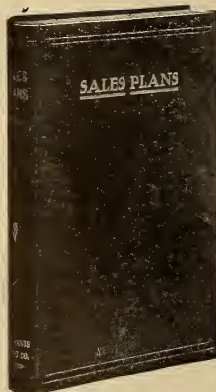
There is no other book like this. It is of the utmost value to the merchant or decorator. It is indispensable to the most experienced trimmer as well as the beginner.

Price \$3.50 a Copy Shipped, Prepaid, anywhere upon receipt of Price

SPECIAL COMBINATION OFFER For \$5.00 (Foreign countries, \$6.00) sent us, we will ship prepaid a copy of this popular book and will give you a receipt for one year's paid subscription to Merchants Record and Show Window. No matter when your subscription is paid to, we will advance same one year from any date. Take advantage of this liberal offer AT ONCE.

THE MERCHANTS RECORD CO., 315 Dearborn Street
CHICAGO

Always send Draft or Money Order (not Check) when ordering.



How To Get Trade?

This is the all important question that is constantly uppermost in the mind of the aggressive retail merchant.

A book that is filling the popular demand among Up-to-Date Merchants and Advertising Men everywhere is

SALES PLANS

A collection three hundred thirty-three business-bringing Sales Plans and Practical Advertising Suggestions that have been used successfully by well-known stores. The book is divided into sixteen chapters, as follows:—Special Sales, Selling by Mail, Store Expositions, Getting Holiday Business, Christmas Schemes, Co-operative Advertising, Store Papers, Souvenirs and Premiums, Getting Trade Through Children, Money-making Ideas, Contests, Needle Work, Voting, Guessing Contests, Package Sales, Sensational Advertising.

Printed on best paper, size 6½ x 9 inches, fully illustrated with reproductions of Advertisements, Circulars, Posters, Letters, etc.

Shipped prepaid to any address on receipt of

\$2.50 for Cloth; \$3.00 for Full Morocco

The Merchants Record Co. 315 Dearborn St., Chicago

Increase Your Salary

\$10.00 TO \$25.00 A WEEK

by learning to write Cards, Signs and Price Tickets. It isn't real work to do this "when you know how," and the art of lettering is easy to learn with a set of

The Card Writer's Charts

which consist of seventeen heavy cards 8½ x 11 inches, beautifully printed in six colors, inclosed with sixteen sheets of ruled practice paper in a strong covered box.

Price :: \$1.50 Postpaid

This valuable work has been the means of raising the salaries of hundreds of trimmers and clerks whose employers have been pleased with their enterprise and added value to the business.

Send order and remittance to

The Merchants Record Co.
315 DEARBORN STREET :: CHICAGO

A Colossal Success { Complete Outfit for Cleaning and Retinting Wax Figures, Including Formula of all Materials Used

The only practical outfit assembled with which you can clean and retouch your own wax figures obtaining the same high class finish as executed at the factory. With our book, giving concise directions carrying the work through its consecutive stages, any display manager, card writer, or intelligent person can do this work very easily. Either outfit will effect a saving from \$2.00 to \$5.00 per figure. **Enter Outfit, Real Oil Finish or the French Dry Powder Method.** Includes enough materials to clean and retint 100 wax figures including wax arms and hands. A complete equipment of necessary tools required for the work. Book of instructions carefully explaining how to clean and retint wax figures, exactly like new. Full instructions are also included on the repairs of broken or damaged wax heads, arms and hands, and resetting eyelashes and eyebrows. With the outfit we include a complete formula of all materials used with full directions how to prepare them for use.

No. 1—French Powder Outfit. Ready for Immediate Use

No. 5—Real Oil Finish Outfit. Ready for Immediate Use



Price for either outfit including the complete formula of all materials used.

\$5.00

The largest stores in all parts of United States and Canada have adopted these cleaning and retinting outfits. Meeting with satisfactory results.

Special Price Outfits



FRENCH POWDER OUTFIT NO. 2.—Complete formula with mixing directions, also our Book fully explaining how to clean and retint Wax Figures, etc., including full set of tools for this work. **\$2.50**

FRENCH POWDER OUTFIT NO. 3.—Same outfit as No. 2, but not including the tools. **\$2.00**

FRENCH POWDER OUTFIT NO. 4.—Complete outfit of materials, enough for 100 Wax Figures, including book of instructions fully explaining the work, also full set of tools necessary for this work but not including the formula. **\$2.50**

OIL FINISH OUTFIT NO. 5.—Includes our book of instructions fully explaining how to clean and retint (oil finish) wax figures, with full instructions how to repair broken or damaged wax heads, arms, hands, fingers, also how to reset eyelashes and eyebrows. A complete equipment of necessary tools required for the work. Meeting with satisfactory results. Also a complete formula of all materials used with full directions how to prepare them for use. **\$3.00**

OIL FINISH OUTFIT NO. 6.—Includes the same described outfit as No. 5, but not including the equipment of the tools. Price of this outfit. **\$2.50**

DIL FINISH OUTFIT NO. 7.—Includes enough materials to clean and retint (oil finish) 100 wax heads including wax arms and hands. A complete equipment of necessary tools required for the work. Book of instructions carefully explaining how to clean and retint wax figures like new, with full instructions how to repair broken or damaged wax heads, arms, hands, fingers, also how to reset eyelashes and eyebrows. Not including the formula of materials. Price of this outfit. **\$4.00**

Invented and Sold Exclusively by The Harrisburg Wax Figure Renovating Co., 335 Crescent St., Harrisburg, Pa. Send for our catalog its interesting

For Your FALL Display Use Carter's Famous Greens

and you will be more than pleased with the many clever ideas which can be executed that will greatly improve the appearance of your show window and interior displays.



SOUTHERN WILD SMILAX

There is no finer decoration for Stores, Show Windows, Churches and Halls. Has wonderful lasting qualities.

Case No. 1 contains 600 sq. ft., weight 50 lbs., Price, \$4.50

Case No. 2 contains 400 sq. ft., weight 30 lbs., Price, \$3.50

Case No. 3 contains 300 sq. ft., weight 25 lbs., Price, \$3.00

Case No. 4 contains 200 sq. ft., weight 20 lbs., Price, \$2.00

LONG NEEDLE PINES

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

Price, per doz. \$1.50

Per 100 \$8.00

Chamaerop Palm Crowns Per doz. \$2.00

Chamaerop Palm Leaves Per 100 \$2.50

Sabal Palm Leaves, the large kind Per 100 \$2.50

MAGNOLIA FOLIAGE

Very fine in decoration, put up in same size cases as Smilax, at same price.

Gray Moss, free from trash or sticks; per sack of 15 lbs. \$2.00

Fadeless Green Sheet Moss, free from trash or sticks; per sack of 100 sq. ft. \$4.00

Laurel Festooning, Heavy Grade, 5c Per Yard

Prompt service, lower prices and better goods—that's why the demand for Carter's Greens has been steadily increasing. You get good, clean stock, right from the woods. Order filled same day as received. Low Express Rates.

GEO. M. CARTER :: EVERGREEN, ALA.

IMITATION

GRASS RUGS

ALL SIZES

Woven for window and interior decorations

American Rug & Radical Carpet Cleaning Co.119-123 East 131st Street
NEW YORK**ADJUSTABLE WINDOW REFLECTOR FOR SHOW WINDOWS**

Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



Toying with Millions in Business

In this country there are three corporations that are regarded as the three richest and most powerful trusts in existence. One of these three corporations recently made three experiments in advertising on a gigantic scale. The risks were enormous. It was virtually toying with millions. The results of these three experiments startled the corporation—and that corporation's entire selling policy has been shaped on the results. These experiments and the results—with all the names, facts and figures—are described in detail in the new book, "The Premium System of Forcing Sales: Its Principles, Laws and Uses," by Henry S. Bunting, the advertising editor and author, who spent six years investigating his subject. There are thirty-five chapters in which every phase of the premium-giving method of getting trade is considered. This book is free with one year's subscription to the Novelty News, the great magazine of general business devoted to the advancement of advertising and selling methods. The subscription is two dollars. The book is free. The address is 222 South Market Street, Chicago.

Do You Use An Air Brush?

If you do and want Air Brush ideas in lettering and designs for making snappy show cards and price tickets

Send 50 cents today

(Coin or stamps)

and receive by return mail a book containing over seventy-five different designs in colors.

ADDRESS BOOK DEPARTMENT

**MERCHANTS RECORD
and SHOW WINDOW**

431 So. Dearborn St., Chicago

Get Our Prices on Window Decorations, etc.

We Guarantee to Save You Money

L. Schneider, Manufacturer and Importer, 6 Second St., New York



Color Bottle
Color Cup
One of the many popular models of
PAASCHE'S "3 in 1" Air Brushes.

Some time ago I bought one of your air brushes and have used same with **much pleasure and profit** to both myself and the above firm. Yours very truly, **A. F. BRIGANCE**, with The Besserer-Marshall Amusement Company, Austin, Texas.

IT'S A MOST PROFITABLE INVESTMENT

NOW IS THE TIME TO ORDER A PAASCHE AIR BRUSH OUTFIT FOR YOUR FALL AND HOLIDAY DISPLAYS. Our Catalog will interest you — Write Now

Paasche Air Brush Co. MANUFACTURERS
5 So. Clinton Street,
CHICAGO, ILL.

Leading Merchants and Department Stores

Your TRIMMERS, DECORATORS and CARD WRITERS need the best tools and equipments to make your advertising displays draw the big crowds. A PAASCHE AIR BRUSH OUTFIT is absolutely indispensable for making the most attractive display signs and price-tickets; for coloring artificial flowers and decorations, for bronzing, gilding, lacquering and finishing your old fixtures, making them look new, and for numerous other purposes.

WHAT THE USERS SAY

Air Brush to hand and am well pleased with it. Have turned out considerable work already and it's a **blooming success.** J. C. DAILEY, Alexandria, La.

I have been using your brush for several months and find it to be **one of the best brushes on the market.** I can do more work and make faster time with it than I ever could before with other makes. Wishing you success, I am yours respectfully, MR. BEE B. WALLICK, with Wood Clifton Mercantile Co., Provo, Utah.

STORE OIL CLOTH STOOLS RACKS

Store Display Fixtures
BRYAN NOVELTY MFG. CO., Bryan, Ohio



"Master-Stroke" Brushes

"The BEST in the World"

Write for our special offer and catalog.

THE CARD WRITERS SUPPLY CO.
Galesburg, Illinois

This Book

Will Help

Trim Your

Show Windows

"SHOW WINDOW BACKGROUNDS"

By GEO. J. COWAN

This is a most useful window trimming book and sells at only \$1.50, a price that makes it possible for every window trimmer and merchant to possess a copy.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from the blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

- | | | |
|--------------------------------|---------------------------|------------------------------|
| 8 New Year's Windows. | 5 Fourth of July Windows. | Period Decorations in back- |
| White Goods Windows. | 7 Summer Windows. | grounds, showing examples of |
| 1 Lincoln's Birthday Window. | 2 Horse Show Windows. | Greek, Roman, Gothic, |
| 4 St. Valentine's Day Windows. | 6 Fall Opening Windows. | German, Japanese, Egyptian, |
| Washington's Birthday Windows. | Carnival Windows. | Moorish, Italian, |
| 8 St. Patrick's Day Windows. | Halloween Windows. | French, Empire, Colonial, |
| Spring Opening Windows. | 5 Thanksgiving Windows. | Mission, etc. |
| Easter Windows. | 4 Christmas Windows. | 10 Sale Windows. |
| 6 Decoration Day Windows. | | Bas Relief Backgrounds. |
| | | Stencil Backgrounds. |

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in color.

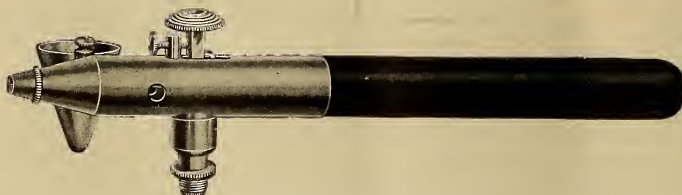
It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of \$1.50.

Merchants Record Co., 431 So. Dearborn Street
Chicago, Illinois



The Most Practical Spraying Tool for Any Window Trimmer or Show Card Writer



The Improved Fountain Air Brush

is the highest type of spraying tool made. **The original pencil-shaped air brush.** It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Made to give lasting satisfaction. Over 20,000 now in use.

The Model "A" illustrated above is the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E." No complicated parts to get out of order.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street Chicago

JULIUS A. JEZEK

303-5 Fifth Avenue

New York

Designer of Interior Fixtures for Stores and Show Rooms of all description. Department Stores especially. Also Building Plans with interior arrangement, including Cash and Parcel Conveyors, Lighting, Heating, Decoration, etc. Attractive Store Fronts, Practical Interiors. Having stores planned, all manufacturers estimate on a definite scheme; result being, equipment purchased at right price, saving many times cost of plans.

THE cheap lantern slide is a constant expense, a constant annoyance, shows poor workmanship and gives poor results.

De Commerce Lantern Slides are heat resistant—heat will not break them—show good workmanship—give good results.

Get the best at the ordinary price. Special advertising slide 75c. Money back if not satisfied.

Write for Catalogue

DeCommerce Lantern Slide Co.

46 E. 14th Street; 47 E. 13th Street

New York

Just Off The Press Barlow Catalog No. 10

Have You Seen It?



It shows our complete line of up-to-date **Fixtures, Forms and Wax Figures**; and it's free for the asking.

THE BARLOW CO.

79-B Race Street
HOLYOKE, MASS.

Perfect Air Brush Inks

Snowberry Air Brush Inks are the result of years of careful experimenting. **THEY ARE ABSOLUTELY PERFECT.** Dry Instantly. Thoroughly waterproof. Bright and brilliant in tone.

Sample Order, c.o.d., 7 pints, different colors. \$4.00

Sample Order, c.o.d., 7 half-pints, different colors 2.25

ROBERT HOSKIN Manufacturer
625 Greenwich St. **NEW YORK**

Wants, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

HELP WANTED

WANTED—A live wire young man to trim windows, write cards and sell ladies' wearing apparel in an exclusive shop. State salary, give reference. Address Box 214, care Merchants Record and Show Window.

WANTED—Opening for a first-class salesman who is familiar with artificial flowers for decorative purposes; the man that can produce can make good money. M. Sylvester, 150 Bleeker St., New York, N. Y.

POSITION WANTED

POSITION WANTED—Window trimmer and card writer of 20 years' practical experience with best stores wants position with up-to-date clothing or department store by September 15th. A-1 man with ability and good character who can make good. Married. Address Box 215, care Merchants Record and Show Window.

POSITION WANTED—Young man with nine years' experience as card writer and window trimmer in best up-to-date country stores, desires position as assistant in large department store in city of 60,000 to 100,000 population; best of references and samples of work. Address Box 217, care Merchants Record and Show Window.

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FOR SALE—Well established paying General Merchandise business, central Tennessee town, modern two-story brick building, about \$15,000 clean staple stock. Health requires change. Rare business opportunity. Address Box 216, care Merchants Record and Show Window.

EARN \$20 to \$30 per week—By my Improved "Easy Method of Show Card Lettering" Course, thorough and practical. Fifteen years as a card writer back of every lesson. New alphabets, numerals, air pencil, brush and pen work, flitter brocades, 100 card phrases, etc., etc. One lesson each week for 3 months. Write for particulars. Charles H. Sage, 363-365 Park St., Fulton, N. Y.

Book You Ought to Own

See Page 72

Geo. Wallace Hess
Showcard writers supplies
1405 Olive ave., Chicago.

Write for New Price List Just Issued.

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431 So. Dearborn Street, Chicago, Ill.

"Merchants Record and Show Window"—Illustrated.

Published monthly. Subscription \$2.00 a year for the United States and possessions, also Canada, Cuba and Mexico. To other countries, \$3.00 a year. Only publication of the kind in the world. Fifteenth year. Over 18,000 readers monthly.

"The Art of Decorating Show Windows and Interiors"

Fourth Edition, Completely Revised.

The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of \$3.50.

money-making window displays. Bound in Cloth, 256 pages (8x11). Sent prepaid to any address upon receipt of \$2.50.

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A collection of three hundred and forty-two successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address upon receipt of \$2.50.

"Window Card Writers' Charts"

A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of \$1.50.

"Hardware Window Dressing"

300 Illustrations and Diagrams.

The only book ever published on window dressing for the Hardware Store. There are complete descriptions with diagrams showing every phase of the work. The displays illustrated are adapted to all kinds of stores and all kinds of windows from the largest to the smallest. Anyone who will follow the directions can put in

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"Window Card Writers' Charts," prepaid, and Merchants Record and Show Window, one year	3.00

Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. Only one book at reduced price with each yearly subscription. NOTE—Add \$1.00 to "Special Combination" prices where \$3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

FREE—TO NEW SUBSCRIBERS

(Not for Sale)

We have prepared with great care and at considerable expense three portfolios, which we are sending postpaid to anyone sending us new paid in advance yearly subscriptions. The titles of these books are as follows:

- "100 Good Displays of Women's Ready-to-Wear"—Comprises only the very best examples of the window trimmers' art in this line.
- "100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.
- "Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.

Above named portfolios are printed upon high-grade enameled paper and are of uniform size—9x12 inches. We offer the choice of any of the above named publications with one new yearly subscription to MERCHANTS RECORD AND SHOW WINDOW, the only stipulation being that the portfolio desired must be requested with order accompanied by remittance of \$2.00.



VINES

Grape, American Maple, Oak, or German maple vines, large leaves, various autumn colors, per dozen yds. \$1.25
 Per Gross yards..... 12.00
 Chrysanthemum Vines without flowers, per dozen yards... 1.25
 Per Gross yards..... 12.00

With two large Chrysanthemums, per dozen yards..... \$1.80
 Grape Clusters, in red, green or purple, 12 berries, per dozen clusters..... 1.00
 Grape Clusters, in red, green or purple, 18 berries, per dozen clusters..... 1.50
 Grape Clusters, in red, green or purple, 24 berries, per dozen clusters..... 2.00



The newest and most appropriate designs for Autumn Decorations shown in our 24 page catalogue No. 41, size 11x15 illustrated in colors *Free.*



We will gladly make suggestions without obligation on your part.

No. 4557. IMPERIAL CHRYSANTHEMUM SPRAYS

(Cut represents 5 sprays)

No. 4539P. Paper Spray, with foliage, per doz..... \$.40

Paper Spray, with foliage, per doz..... 1.80

No. 4540. Paper Spray, with foliage, per doz..... \$3.60

No. 4526. Chrysanthemums, 24 inches long, per doz..... 7.50

No. 4557. Chrysanthemums, 24 inches long, per doz..... \$10.00

FRANK NETSCHERT CO., Old No. 39 } **BARCLAY ST., New York**
 New No. 61 }

Curtis Says

"More than 90% of the effectiveness and selling power of a good display is lost unless it is perfectly lighted. X-Ray Window Search Lights not only produce perfect lighting, but do it economically as well."

Send for booklet, "SHOW WINDOW SEARCHLIGHTS"

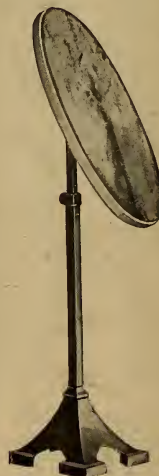


Show Window Valances provide a most attractive means of concealing window reflectors, and at the same time add greatly to the refinement and exclusiveness of the store.

Our line includes all that is desirable in imported stock patterns as well as a great variety of special designs. Send for illustrated portfolio at once.



No. 3288



No. 1170

No. 3288 Rustic Stand is made of birch or oak in any finish. It is 30 inches high and is especially useful for ties, gloves, shirtings, etc.

This unit display was made upon our No. 3257 Display Table, 2 collar stands, shirt stand, cane block, hose form and sign holder being used. Also note silk plush. All of these and many more equally attractive display fixtures are shown in our large catalog. Write for it now.

This new shoe stand has a plush covered, tilting top. Plush is held in place by removable rims, and thus may be changed as often as desired.

CURTIS-LEGER FIXTURE CO.

237 Jackson Boulevard

Chicago

MERCHANTS RECORD AND SHOW WINDOW



Ye Olde Time Store

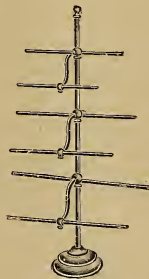
CHICAGO



Norwich Fixtures

Better Fixtures for the Better Stores

They will increase your business from twenty-five to one hundred per cent according to location, class of goods displayed and the deftness of your window trimmer. The best proof is a trial order. Our catalog is free; send for a copy today.



The Norwich Nickel and Brass Co.
NORWICH, CONN.

NEW YORK
712 BROADWAY

—SALESROOMS—

BOSTON
26 KINGSTON ST.



Study this picture. Note the great contrast in the lighting effect in the two windows. Compare the objects in the two trims—the clock faces, for instance—and note how much brighter and more clearly they appear in the window on the left. Believe you will agree that this window is better lighted by at least 50%, and yet the window on the right is using over 40% more current than the window on the left. This result is accomplished by using

“PITTSBURGH” SHOW WINDOW REFLECTORS

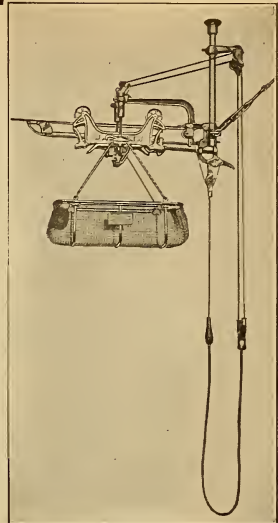
If, in your windows, you have an installation somewhat similar to the window on the right, using standard glass shades, which may be excellent for some kinds of lighting, but poorly adapted to the special requirements of window lighting, your window lighting can be improved in the same striking degree as is shown above.

Our new booklet “Show Window Lighting” will prove of interest to every merchant. Copy on request.

Pittsburgh Reflector & Illuminating Company
3117 Penn Avenue, Pittsburgh, Pa.

You Have to Live

with your clerks and carrier system and it is well to have both working smoothly and harmoniously in order to give your customers *quick service* which is demanded in these days of keen competition.



Protect Your ^{c a s h}
drawer
clerks and protect your
customers by installing
The Baldwin System with
its one receiving station,
which eliminates
the expense of extra
cashiers, inspectors, etc., and at the same time
insures a double checking of each transaction.

The Baldwin Flyer Cash and Package Carrier

is the highest development of carrier systems; a result of twenty years experience, specializing on wire line carriers. There are no parts to get out of order, in fact, the entire construction is so simple it is "fool proof." This is the greatest advance in carrier construction for years, and when used with our new "no tear" rim baskets, you will have a system with no "come backs."

No time like the present

to give serious thought to this carrier system. Protect yourself against loss thru errors in both goods and cash by installing the Baldwin Flyers.

The Flyer Cash Carrier ^{with} _{its} Shelf Bracket

is the neatest, handsomest fixture ever used on a cash carrier. It does away with the unsightly posts, guy-wires, braces, etc. Get this carrier—it will add to the appearance of your new store.

It will pay you to write for catalog

James L. Baldwin Carrier Co.

352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station

SAN FRANCISCO, CAL.

LOUISVILLE, KY.

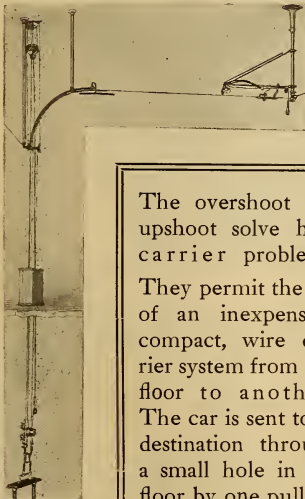
Office

Office

125 Hansford Block

1409 Inter-Southern Building

NEW YORK OFFICE, 808 Flat Iron Building



No. 22
Overshoot

No. 23
Upshoot



Ask those who use the Baldwin System





THE WELCH SYSTEM

EVERY merchant selling men's apparel (whether ready-to-wear or tailored-to-measure) should know about The Welch System. If your business is prosperous you want to conserve the profits while you have the chance. If your business is not showing the profits that you think that it should then you surely want to find out if The Welch System will help you.

Made In Grand Rapids

As you know the Welch Mfg. Co. is the largest firm in the world making clothing cabinets exclusively (we make all types, but the Welch Revolving Wardrobe is the latest development); we make more revolving wardrobes than any other firm; we build into our wardrobes many exclusive Welch ideas and refinements.

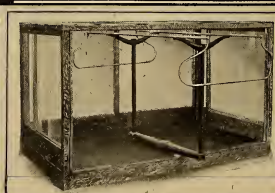
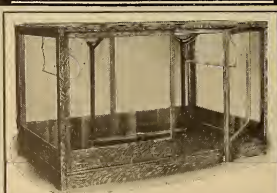
We have just issued a new book of 48 pages telling about The Welch System. If you are at all interested in apparel selling methods you ought to have a copy. But even tho you have purchased—or have decided to buy some other make—or have decided not to purchase at all, we want you to have a copy just the same. The book is yours for the asking.

WELCH MFG. CO.

GRAND RAPIDS, — MICHIGAN

Licensed under Smith Patent

New York—732 Broadway
Chicago—233 W. Jackson Blvd.
Boston—21 Columbia St.
St. Louis—1118 Washington Ave.
Minneapolis—100 Kasota Bldg.
San Francisco—1109 Mission St.
Pittsburgh—406 House Bldg.



NATIONAL SALES, SERVICE AND IDEAS

WHEN it comes to buying store equipment you, like everybody else, want to get full value for your money. You want to make the best possible investment; but not necessarily the smallest investment. First you want well made fixtures. Then you want the best advice as to the proper selection for your particular store. You want personal service both before and after you buy. You want to feel sure that you are getting up-to-the-minute ideas. While the "local" man, or the small manufacturer, can satisfy you in part if you want to be sure of everything you should go to the big manufacturer doing a "national" business.



The Wilmarth Line is "national" in a number of ways—such as sales, service and ideas. In every part of the country we have representatives, and in most sections we have showrooms as well. This allows us to give each customer personal service, and to study his needs from every point of view. In this way we can advise as to the best display cases for his needs; and we can see that they are properly installed.

Then our national organization brings together the best ideas that are developed in all parts of the country. Wilmarth display cases are manufactured in a big factory, working to capacity, and at the lowest possible cost. Located in the heart of the wood-working section of the country we are able to get the finest materials and the most skilled workmen. When you purchase an equipment from The Wilmarth Line you are sure of getting the best to be had. It is useless to be satisfied with less.

WILMARTH SHOW CASE CO.

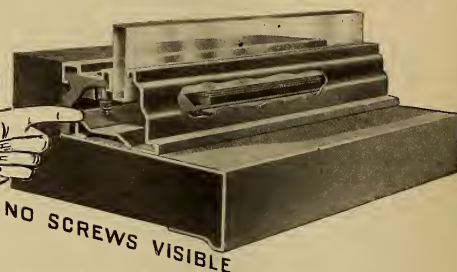
Chicago—233 W. Jackson Blvd.
St. Louis—1118 Washington Ave.
Tampa—215 Tampa Street
San Francisco—515 Market St.
Des Moines—I. L. & T. Bldg.
Salt Lake City—257 So. Main St.

1524 Jefferson Avenue
Grand Rapids, Michigan

Made In Grand Rapids

New York—732 Broadway
Boston—21 Columbia Street
Pittsburg—House Bldg.
Minneapolis—Kasota Bldg.
Helena, Mont.—Horsky Block

Why Zouri Store Fronts are *best*



Many Reasons:

Zouri ← SAFETY & BURGLAR-PROOF
SETTING FOR PLATE GLASS →

OPERATING UNDER MURNANE AND MARR PATENTS

is neatest in appearance. No unsightly screws visible. All fastenings inside—burglar proof. Holds glass of any thickness. Uniform pressure, no danger of breakage. Low glass insurance. Very strong, all solid copper with steel reinforcing, rust-proof. Gives clear unobscured vision; the most attractive, business pulling front ever constructed.

Write for Free Estimate of cost for your front, sending pencil sketch and measurements.

Zouri ← SAFETY & BURGLAR-PROOF
SETTING FOR PLATE GLASS →

215-227 W. Schiller St.
CHICAGO

OPERATING UNDER MURNANE AND MARR PATENTS

OUR NEW 1914 MODEL

All Sizes—Can't Dent Top

When
Ordering
State
Size

Any
Style
Wire
Skirt

Mounted
on
Adjustable
Standard.

Black
or
White
Jersey



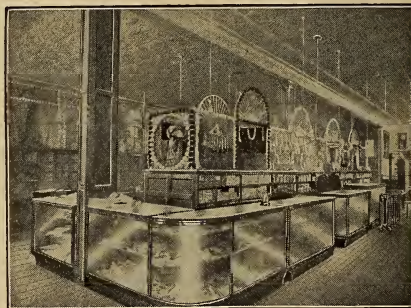
State Street Sensation

Write today for Complete Catalogue of Everything in good fixtures
Great Western Fixture Works Home Office & Salesrooms
133 S. Fifth Ave., Chicago

WINTER FIXTURES

THE STANDARD OF QUALITY, STYLE AND PRICE

Anything from a Store Stool to a Complete Outfit:



NOT HOW CHEAP but HOW GOOD at prices that are right is the "WINTER" idea. If you are looking for QUALITY fixtures at prices that are right we want to figure with you. If you need fixtures it will pay you to visit SHEBOYGAN, WISCONSIN.

WINTER CATALOGUES: The most complete works of their kind ever published, listing the needs of those that are in the market for fixtures, sent upon request. WRITE FOR CATALOGUE 13-Q.

WINTER COMPANY

HIGH GRADE FIXTURE MAKERS

Established 1866

SHEBOYGAN, WISCONSIN

U.S.A.



merchants everywhere

—some probably in *your* town—will gladly tell you what *they* know about the superiority of *Illinois Clothing Cases*

We can publish advertisement after advertisement about the mechanical perfections of our cases—but after all is said and done, it is the PRACTICAL SATISFACTION they give you and other merchants, that counts.

Exclusive Features:—

ILLINOIS CLOTHING CASES are somewhat in a class by themselves. They are the ONLY modern clothing cases made in the POPULAR 10-FOOT LENGTHS; also made 7-foot or 8-foot, or any length you wish.

THE PATENT ILLINOIS DISAPPEARING DOOR is aisle-saving and mechanically perfect. Our catalog describes it fully. This Door, with our patent fixtures, permits the use of the "Illinois" from both sides of the case at the SAME TIME. Every suit can be brought out of the case for display and inspection at the SAME TIME. This feature saves CASES, floor space and clerks' time because it EXACTLY MULTIPLIES THE EFFICIENCY OF EACH CASE BY 2.

Let us send you our new catalog which illustrates clearly these important "Illinois" advantages.

Illinois cases are supplied by us direct by mail; we have no salesmen. Therefore, our prices are what you will be glad to pay, AND EVERY ILLINOIS CASE IS UNCONDITIONALLY GUARANTEED TO SATISFY.

YOUR copy of our Catalogue—shall we mail it?

Illinois Show Case Works

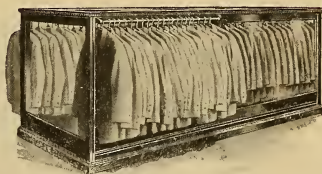
1735-43 No. Ashland Ave.

∴

CHICAGO

**ILLINOIS
CLOTHING
CASES**

"Their Superiority is so Apparent."



Model C151
The popular 10-foot Length

Most For Your Money



when you install

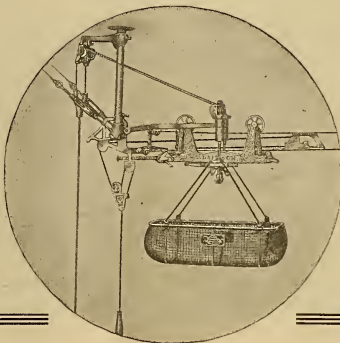
Baine's Adjustable Shelf Brackets

because Baine's Brackets give you a system of shelving that provides fully 30% increased shelf capacity and add from 100% up to the appearance of any store and stock of goods.

Write Today for Full Particulars

Piqua Bracket Co. Piqua, Ohio

LAMSON



REDUCED OPERATING COST and increased efficiency are the "reasons why" you see Lamson Service in over eighty per-cent of the world's leading stores.

LAMSON CARRIERS are the tried and proven result of more than thirty years of specializing by the originators of Store Service Apparatus—Service fads and freaks may come and go but Lamson Service goes on forever because of its common sense business economy.

Ask Your Neighbor!

Wire, Cable, Tube, Belt and Pick-up Carriers.

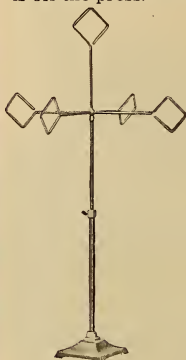
THE LAMSON COMPANY, BOSTON, U. S. A.

Representatives in all principal cities

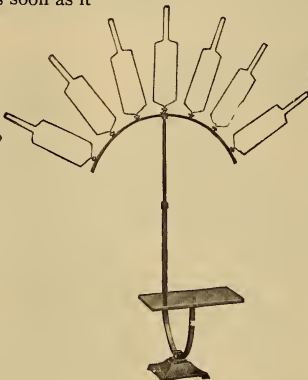
SERVICE

Square Design—All Brass Display Fixtures

We have prepared about one hundred different designs, using square base as shown, and square tubing and fittings. We will issue a supplement to our Catalogue No. 12 shortly, illustrating and describing each design. Send us your name now so as to receive your copy as soon as it is off the press.



No. 1423



No. 1447



No. 1413



No. 1425

Reflector & Hardware Specialty Mfg. Co.

**WESTERN AVE. AND 22nd PLACE
CHICAGO, ILL.**



James A. Hearn & Sons
Store, New York City

DAYLIGHTED WITH

Luxfer

Luxfer is Daylighting the Country's Best Stores—large and small—*naturally*. It will solve your daylighting problem by admitting it—**DAYLIGHT**. Progress demands improvement. The discarded methods of yesterday are replaced by the more progressive ones of to-day. In your desire to give real service

to your customers you cannot overlook the *means*—to accomplish your purpose.

Luxfer promotes business by flooding your store with **DAYLIGHT**. By making it more cheerful and inviting and attractive.

Luxfer not only improves appearance, but gives definite service. It *Serves and Beautifies*. Luxfer Prisms, Floor lights, or Sidewalk lights, *all*, are scientifically constructed to give the results predetermined for them.

Write for our Booklet "Luxfer Daylighting"—it's free by request and it contains things you ought to *know* and to *have*.

AMERICAN Luxfer Prism COMPANY

Chicago—Heyworth Bldg.
Boston—49 Federal Street
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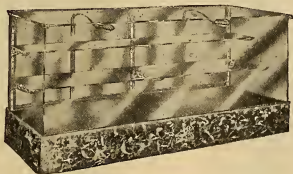
Indianapolis—7 East Market St.
Kansas City—909-10 N.Y. Life Bldg.
Milwaukee—Stroh Bldg.
New York—507 West Broadway

New Orleans—904 Hennen Bldg.
Philadelphia—411 Walnut Street
Rochester—38 Exchange Street
St. Paul—615 Ryan Bldg.

Minneapolis—507 Andrus Bldg.
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The Quincy Special



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Floor Cases

Wood Counters

Tables

Chairs

Mirror Frames

Drawers

Railings

Shelving

etc., etc.

Send for our complete
catalog.

Quincy Show Case Works

QUINCY, ILLINOIS

CHICAGO, Jackson Blvd.
and Franklin St.

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907 Commerce St.

WICHITA, KANS.
301 Beacon Building

PITTSBURGH, PA.
917 Liberty St.

JACKSONVILLE, FLA., 20-28 Julia St.



Which ?



Which way are your windows lighted—
like this one, with glaring "spotty"
lights and deep shadows—

OR



—like this window, with an even flood
of pure, white light—no spots, no
shadows—with the

FRINK AND J-M LINOLITE Systems of Lighting

No more dingy windows. No more deep shadows. No more disagreeable spots and reflections to drive customers away!

The powerful, yet soft, illumination produced by these systems of lighting floods every corner—lights every inch of merchandise—and shows your goods in their true color values. Passers-by are attracted to your windows instead of being repelled.

The Frink and J-M Linolite Systems consist of tubular incandescent lamps a foot long and 1-inch in diameter placed end to end in a powerful Frink Reflector. The result of this arrangement is a continuous "LINE OF LIGHT" that is evenly diffused over the interior of the entire window or show case. And as fewer lamps are required, you get better illumination with less current. When desired, reflectors are made for standard base lamps.

The strongest argument in favor of this system lies in the fact that it is now being used by over 25,000 merchants in this country alone.

For full information write our nearest Branch. Ask for Catalog No. 410.

H. W. JOHNS-MANVILLE CO.

SOLE SELLING AGENTS FOR FRINK PRODUCTS

Albany	Cincinnati	Kansas City	New Orleans	San Francisco
Baltimore	Cleveland	Los Angeles	New York	Seattle
Boston	Dallas	Louisville	Omaha	St. Louis
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THE CANADIAN H. W. JOHNS-MANVILLE CO., LTD. 1901
Toronto Montreal Winnipeg Vancouver

Nature, The Artist

cannot be improved upon

Window dressers *cannot* go wrong. The show window or store does not exist that is not improved and made attractive by the use of green plants which are evergreen and fresh.



MAGNOLIA WREATH

It is absolutely impossible to describe in mere words the natural beauty and richness of our Magnolia. It will retain its velvety woods appearance for weeks when used in decoration.

The season when Nature's touch—evergreens—can be used to best advantage will soon be with us. The time will likewise come when we cannot give you the choice selections early orders command.

It is largely a question of foresight.

Below is a partial list of my Evergreen specialties.

Holly

Stendid crop for this year. Pull rich leaves with lots of berries. Order early and obtain the best and freshest stock.

3-lb. box.....	\$0.75	40-lb. box.....	\$3.00
15-lb. box.....	1.25	60-lb. box.....	3.50
25-lb. box.....	2.00		

LONG NEEDLE PINES	Each	Dozen	Per 100
As beautiful as palms in decorations.	2 ft.....18c	\$1.00	\$6.00
	3 ft.....15c	1.50	9.00
	4 ft.....20c	2.00	11.00

CHAMAEROP'S PALM LEAVES } 25c per doz., \$2.50 per 100.

SABAL PALM LEAVES	Each	Dozen	Per 100
CHAMAEROP'S PALM CROWNS.	3 ft.....15c	\$1.50	\$11.00
Our native palm plants with their roots removed.	4 ft.....20c	2.25	15.00
	5 ft.....25c	3.00	20.00

SOUTHERN GREY MOSS 25 lbs. sack, \$3.00.

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

Special Express Rates, 25 per cent less than regular merchandise rates.



*Plan and
Order
Now*

SOUTHERN WILD SMILAX

If our evergreens were expensive, we would still urge their use, for nothing is more pleasing to the eye and in more perfect taste,— BUT the expense is nominal.

Magnolia Foliage

No one knows the real Southern Magnolia unless they have seen our particular growing. The leaves are a beautiful lustrous green lined with a rich, soft brown. You can easily work Magnolia into countless attractive designs. "We furnish the sprays—you make the wreaths."

Packed in same size cases as Southern Smilax.

No. 1.....	\$1.00	No. 3.....	\$3.00	No. 5.....	\$4.00
No. 2.....	2.00	No. 4.....	3.50	No. 6.....	5.50

Southern Wild Smilax

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	\$1.00
2	200 sq. feet	30 lbs.	2.00
3	300 sq. feet	45 lbs.	3.00
4	400 sq. feet	60 lbs.	3.50
5	500 sq. feet	75 lbs.	4.00
6	600 sq. feet	90 lbs.	4.50

Prompt
Shipment

Edward A. Beaven
EVERGREEN, ALABAMA

By Fast Freight,
Express or
Parcel Post

Our Wax Heads Are Modeled from Life



tions twisting out of shape when subjected to intense heat.

Each wax head is made over a papier mache mask, supported by a solid wooden brace, 2 inches thick and is secured to the body by a device of our own, which does away with the unreliable and unsightly straps and buckles. The head is securely fastened to the body and at the same time eliminates all possibility of the wax por-



200 MR

Ladies' Full Wax Figures
They Stand Securely
Without Props

Substantially made of
papier mache and covered
with best quality Jersey
cloth.

Heads are adjustable to
fit forms perfectly. No
straps or buckles required.

Remember Please

that in the manufacture of our celebrated wax heads and papier mache forms, we use only the best materials throughout. Our designers and workmen have become experts through a careful study of the practical needs of merchants and window trimmers.

Send for our new illustrated catalogue.

We make a special line of dressmakers' adjustable forms that are accurate, simple and practical.

Model Form Company

554 W. Jackson Blvd., CHICAGO



Show Window Shades and Valances

of our exclusive designs and make are the most artistic and attractive obtainable.

Puffed Linen Shades

and Valances (our designs) give an individuality and finish to your show windows that make them far more effective than the windows of your neighbor.

Our Puffed Shades and Valances received all the attention in our line at the big Chicago Convention. Recognized on sight as the genuine by discriminating men who know.

The Art Window Shade Company

2411 North Halsted St.

CHICAGO, ILL.

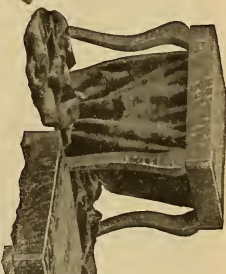
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POLAY'S New Plateaux

The Very Newest Art Fixture Designed—The Delight of Window Decorators Who Appreciate the BEST



No. 605. 8 in. high, 18x18 slab
Price, \$3.00



No. 605. 18 in. high, 18x18 slab
Price, \$4.00



No. 605. 4 in. high, 18x18 slab
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No. 605. 12 in. high, 18x18 slab
Price, \$3.50

Complete Set of Four Sizes, as illustrated above for \$12.50.

ORDER NOW.

Polay's New French Leg Plateaux have removable Legs and Slabs. The Slabs allow for the use of Plush Drapes for Color Schemes. Plateaux furnished in any finish desired to match your woodwork. Special sizes to order.

Send for our new 32 page catalog showing clever Displays

IT'S FREE

POLAY FIXTURE SERVICE
612 MEDINA BLDG. CHICAGO

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ANOTHER NEW



The largest and best book on Holiday Decoration that has ever been issued. Nearly 400 illustrations showing the latest ideas in Schack's famous Floral Units and hundreds of other new and artistic suggestions for window decoration.

Schack's Xmas Flower Book is a beautiful example of the printer's art. It is printed in two-tone ink on tinted paper with an art cover in bright red. But the beauty of this book is of less importance than the information it contains.

Every window dresser will find in Schack's Xmas Flower Book hundreds of ideas that will be of the greatest assistance in planning his holiday displays. The flower arrangements shown are wonderfully effective and will suggest many beautiful combinations that will help make the windows more attractive at a small cost.

If you have never used Schack Flowers, the hundreds of fine pictures in this new book will convince you that you can get just as good or better results at half the cost of imported flowers.

Send for the new flower book now



Schack Artificial Flower Co.
1739-41 Milwaukee Ave., Chicago

SCHACK BOOK

Send for this splendid book at once. It will be mailed free upon request. Plan your Christmas displays early and you will find that your windows will be much more satisfactory than if you wait until the last minute.

Let our Special Designing Service help you. We will be glad to plan your holiday displays and furnish you with complete instructions for installing them if you will send a rough diagram of your windows and tell us how much you want to spend. This service is free to our customers.

You will want to put in your holiday displays right after Thanksgiving, this means that you should begin your planning as soon as possible. It takes time to write and answer letters and to order and to receive goods. Sit down right now and write for Schack's Xmas Flower Book—then order your flowers and you will be certain of having them in time.

If you think that paper flowers are not good enough for your displays, just send for samples of any of our flowers—you will quickly be convinced that Schack flowers are as handsome as can be had at any price.

In addition to artificial flowers, we have a complete line of natural preserved foliages and all kinds of decorative materials.

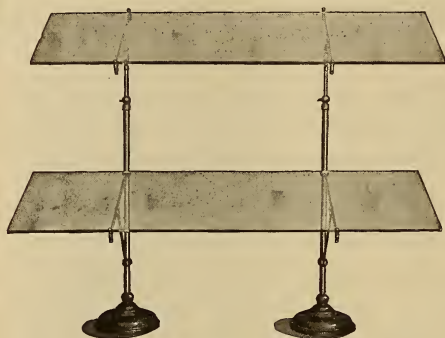
Send for the new flower book now

Schack Artificial Flower Co.
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Here Are a Few Suggestions

From Our Immense Line of Display Fixtures



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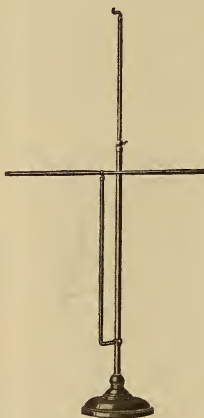


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These and Many Others for Holiday Trims



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Made with an 8 inch base, 8 inch extension standard, also skirt bracket with a sliding coupling that holds the rod connecting the T-top.



No. 1623—Pedestal and Slab

Pedestal is made 12 or 18 inches high with 8x8 inch square top. Standard 5½x5½ inches, square and slab 10 inches wide by 2 inches thick, 42 inches in length.

We Manufacture Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Window Dividers, Store Stools, Clothing Cabinets, Triplicate Mirrors, Floor Cases, Wall Cases, Outside Show Cases, etc.



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Garment Display Form

Made for the effective display of one-piece gowns in all sizes.

Send for Our Latest Catalogues and Supplements

Hugh Lyons and Company, Lansing, Mich.

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MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

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GETTING READY FOR THE HOLIDAYS

CHRISTMAS IS STILL SOME TIME AHEAD BUT PREPARATIONS SHOULD BE MADE NOW FOR THE BUSY TIME TO COME—PLENTY OF FIXTURES NEEDED TO SHOW THE HOLIDAY MERCHANDISE

BUSINESS comes with such a rush during the four or five weeks before Christmas that many merchants do not think of hustling for trade, but only worry themselves over how to take care of the crowds that swarm through the store. There seems to be a very general belief that trade does not have to be gone after during the holidays. We will admit that a good many stores have all the Christmas trade they can take care of comfortably, but that does not mean that they could not do a lot more business if they were properly equipped.

Take for example any big city store during the rush hours a week or two before Christmas and you will find the aisles crowded by throngs of shoppers whose only desire is to spend money and get something that is somewhere near what they want. All is confusion and a wild scramble to be waited upon. There is no doubt that the store is doing business—but is it doing all the business that it might do? Generally—it is not. There is too much confusion. The business is there but it can't be handled.

One of the difficulties in handling Christmas trade is that the sales force is not up to par. A lot of inexperienced extra help has been hired. The extra salespeople are not as familiar with store or stock as they should be. They have to ask questions and they are slow in concluding sales. Then, too, the regular sales force is likely to be worn out by the strain of extra business and longer hours. Everyone is working under extra pressure and the result is poor service and mistakes.

The natural remedy for the discomforts of the Christmas rush lies in early shopping—early in the

season and early in the day, but it is a human failing to procrastinate in the matter of holiday shopping and there are many whose financial status will not permit of early buying, so the merchant will have to resign himself to doing the bulk of his business in the few days preceding Christmas and he can only take such means as lie within his power to make the best of the situation. By all means he should do everything he can to get people to do their shopping early. Advertising will help some to accomplish this end—so will timely sales of holiday goods, but when the last few days arrive, with them will come the customary crush and confusion. The only thing that can be done is to make every preparation that is possible.

In most stores a rearrangement of departments should be made for the holiday trade. There are some departments that are inclined to be slow at this time and these should be moved to make way for those in which the selling is more brisk. Instead of putting green help in the popular sections it is better to bring experienced salespeople from slow selling departments and filling their places with those who are less experienced. Where green help must be used they should be placed so that there is some one of experience at hand to instruct them.

Good store equipment proves its value during the Christmas rush more than at any other time in the year. It is necessary to take care of an unusually large amount of stock and it must be placed in such a way that it can be displayed and handled with the greatest possible ease and speed. Modern fixtures are required to accomplish this. There are now made many devices that conserve space and save many motions by the clerk. Then there are the cabinets in which men's and women's garments are shown on hangers. These facilitate selection and save the salesman's time to say nothing of keeping the stock in much better condition. Possibly it may seem unnecessary to mention the importance of an adequate mechanical

system for handling cash and packages; yet there are many stores in which this is lacking. Also there is the delivery system that will be subjected to an unusual strain during December. There are many other items of store equipment that will bear looking into by the merchant who expects to make the most of the holiday trade.

Then there is the matter of display. At Christmas time, goods will sell themselves, if they are well displayed. A large proportion of shoppers enter a store without any idea as to what they are going to buy. They are looking for suggestions and the more merchandise there is in sight, the easier it will be to make a sale. For this reason holiday goods should be shown wherever possible. This will require display fixtures. Unless he already has them, a full equipment of display fixtures will prove the best investment the merchant can make at Christmas time. They will sell enough merchandise to pay for themselves several times in one season.

Plenty of holders for show cards and price tickets are also necessary. They will prove a great help in making selections, to people who are waiting their turn to be served. Most people who buy Christmas presents fix a price to be paid for a gift, and then begin to look around for something that will fit the price. For this reason the store should fairly bristle with prices. There can never be too many price tickets during the holidays—they make sales and save the time of the sales-force.

Right now the merchant should look over his equipment and there are few stores in which it will not be found that something is needed. We do not mean that the store should be remodeled at this time.

There is no chance for that. But there are many small things in the way of fixtures and equipment that will more than pay for themselves during the month of December. The old theory that it isn't worth while to buy fixtures for the holiday season because the store will do a business to the limit of its capacity without them, is not very logical. The purpose of modern store appliances is to increase the capacity for doing business, and other things equal, the store that is best equipped will do the most business.

Good stores everywhere are advertising "service" almost as much as they are advertising merchandise and prices. Service is one of the greatest factors in successful merchandising today and good service is within the power of every merchant. One of the first essentials to good service is good store equipment and this is at no time so important as during the holidays. By all means see that your store is equipped to handle the Christmas trade as it should be handled.

S S

Displaying Hosiery

AMONG the haberdashery window dressers of Chicago there is a growing fashion of showing men's hosiery by puffing them closely in the box and then standing the box up at an angle. Generally the socks are rumpled up as much as possible and then crowded into the box in such a manner that it is impossible to make out what they are. There is nothing about them that could be identified as hosiery were it not for a show card or the label on the box. This is a poor way to show hosiery. It is a fad that someone started and others have taken up. Hosiery, like all other wearing apparel should be displayed in such a manner that its shape can be clearly seen.

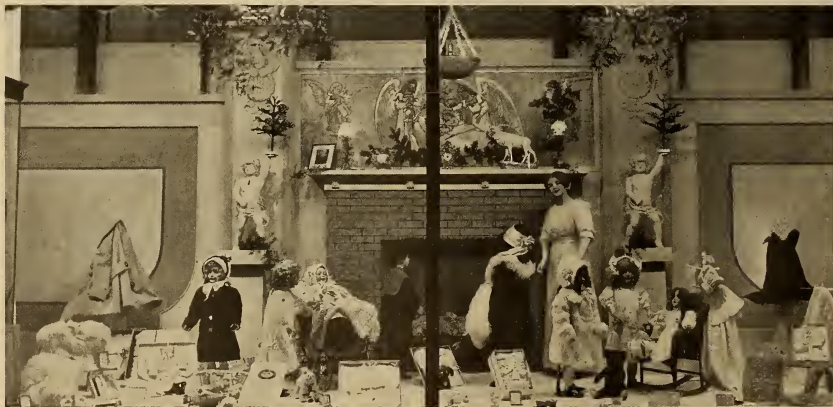


Plate No. 7385. A Holiday Display by A. Millermaster for Ed. Schuster, Milwaukee, Wis.

This was one of a series of windows in which the same general style of decoration was used. In the middle was an ornamental fireplace over which was an allegorical painting suitable to the occasion. At each side was a column ornamented with relief work at the top. There was also at

either side a pedestal surmounted by a classic figure of a boy holding a small Christmas tree. Sprays of holly and greens were used judiciously about the display. The arrangement of merchandise is apparent. Infants' wear was shown in this window.



Plate No. 7386. Display of Skates by J. A. Schwartz for Alfred J. Krank, St. Paul, Minn.

It is a bit early to display skates but cold weather is not far ahead and it is a good idea to have a window planned out and the materials at hand for its construction. The display shown in this picture is unusually attractive, yet the cost of installing such a setting need not be great. This window was put in to advertise a new skate department that had been installed by this store. In design, the setting was intended to duplicate a corner of a skating rink. The background was an old fence which was built in a most natural way and plastered over with the signs that are customary upon such a

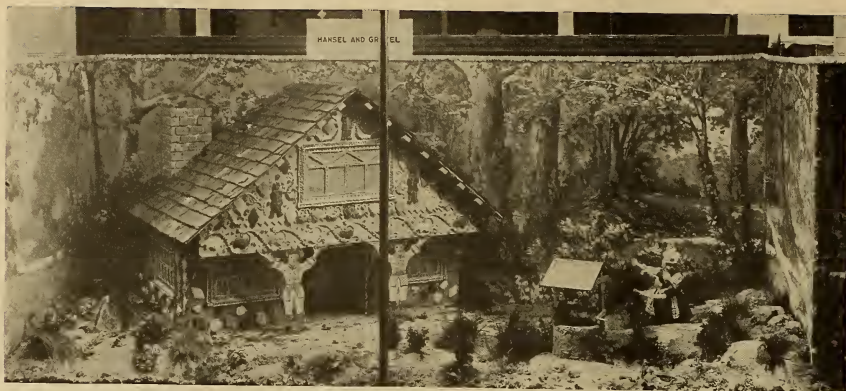
fence. In one corner was seated a girl dressed in a skating costume. The skates were shown on the floor. The lower part of this picture shows an interesting style of window construction that is well adapted to stores that handle some lines of merchandise. The supplementary window at the bottom occupies the space that is generally devoted to dead-lights and permits of the display of a good deal of additional merchandise. This display was supplemented by street-car and newspaper advertising and the campaign was remarkably successful. It would be difficult to improve upon this display.



Plate No. 7378. Holiday Display of Clothing by Sam'l Friedman for J. Blach & Sons, Birmingham, Ala.

All of the windows of this store were treated in the same general manner that is shown in the above picture. The heads of Santa Claus had glass eyes, back of which were electric lamps controlled by flashers. This made the eyes

wink at regular intervals. Gold and silver sprays were used at the top and there was a large wreath at each end of the window surrounding a show card. House coats, bath robes and accessories were shown in this window.



HANSEL AND GRETEL.

NOTABLE TOY DISPLAYS

A REMARKABLE SERIES OF GENERAL PUBLICITY WINDOWS
DESIGNED AND INSTALLED BY E. D. PIERCE FOR
SIBLEY, LINDSAY & CURR CO., ROCHESTER.
N. Y.—A GREAT DRAWING CARD

MERCHANTS, window dressers, writers on window display, advertising men and other "authorities" are constantly laying down rules and regulations for the handling of merchandise in show windows. They tell us more or less positively what we should do and what we should avoid and without question much of their advice is good. However, as we have stated on numerous occasions before, every rule applying to window display has its exceptions. Methods that will serve perfectly in one case will fail in another and the final test of any display is the amount of business it produces. But in passing judgment upon a display the indirect results from it should be considered as well as the direct sales.

For instance, we doubt if there are many authorities on window display who would advise a big depart-

ment store, in handling everything from furniture to thread, to devote every one of its windows to the display of toys during the two busiest weeks of the holiday season. Yet a big store has done this very thing for the past two or three years and the results have been far more satisfactory than when the windows have been used for the display of all sorts of merchandise.

Sibley, Lindsay & Curr Co., of Rochester, N. Y., is a big, modern department store, housed in a splendid building and carrying a splendid, high class stock of merchandise. The pictures shown in connection with these articles are reproduced from photographs of their last Christmas windows and it will be noted that in none of these windows is shown anything but toys. Yet these windows drew larger crowds and resulted in more business for the store than any that had ever been used before. During the Chicago convention of window trimmers last August, Mr. E. D. Pierce, window dresser for this firm and who designed and supervised the installation of this series, exhibited the displays in colors by means of a stereopticon. Mr.



SURRENDER OF CORNWALLIS.



NOAH'S ARK.

Pierce told how the windows were planned and gave some interesting information concerning them. He spoke in part as follows:

"Probably in no branch of advertising and merchandising has there been greater revolution and advancement than there has been in window advertising. This is a fact that has been acknowledged by merchants, manufacturers and advertising men. It has been shown in so many ways that the show window is the most potent selling force known that this fact is now generally accepted.

"The series of windows that I am about to show you was acknowledged by Sibley, Lindsay & Curr Co. to be the greatest advertisement the house ever had. I make this statement for the reason that the windows are entirely different in principle from the ordinary Christmas windows inasmuch as they displayed no merchandise except toys. In this respect they upset the generally accepted belief that the most successful display is the one in which the merchandise is shown to the best advantage. Yet while no goods were shown in these windows, they resulted in greater sales all over the store than any other series of windows in the experience of the firm. The sales of dressgoods and other lines entirely foreign to the displays were increased to a surprising degree. The purpose of the series was to serve as a general advertisement for the store at large rather than to sell any particular line of goods.

"To give some idea of the notice these windows attracted it may be said that while they were on display the streets in front of them were packed ten deep during the rush hours. People come from miles around to see these displays and many people came time after

time. For example a man from Buffalo was in the city and happened to see the displays. He was so impressed that he telegraphed at once for his wife and children to come and see them. There were many other evidences that the store received a remarkable amount of general publicity from these displays.

"There is an old adage to the effect that displays should never be left in the windows more than two weeks. This saying did not hold good in this case for the displays were left in for two weeks, and at the end of that time the advertising department was flooded with letters and telephone calls requesting that they be left in longer.

"Of course every store would not be in a position to make a display on this large scale for large windows are required and many of them. However, any store could apply the same general idea, or a part of it, on a smaller scale. And it would probably be found that a setting of this kind would prove a better selling proposition at holiday time than any other kind of display that might be made.

"Do the department heads kick? Certainly they do. Displays of this sort will rarely meet with the approval of the department head because he wants his own goods pushed to the front all the time. If his is the dress goods department he wants the window to show dress goods and you will have a hard time in convincing him that a general advertisement for the store will do his section as much good as showing his merchandise. But this is a big, broad proposition of general advertising which results in the greatest good for all departments.

"Of course every decorator will find it necessary to adapt his ideas to the policy of the store and to his resources, to the community in which the store is located



THE OLD WOMAN WHO LIVED IN A SHOE.



SANTA CLAUS' WORKSHOP.

as well as to the general class of its patronage. Displays such as the ones I have referred to would not do for every store but I believe that any big, high class store in a city where they have not been used they will prove very satisfactory.

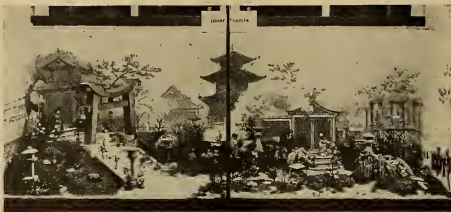
"It is up to every trimmer to secure a fair appropriation to carry out his ideas. You oft times hear the remark—"my house is close." It is true that houses are overly close, but most of them are inclined to be fairly liberal if the window dresser can show them results in proportion to the expense. In many cases the so called closeness is the fault of the trimmer—he is inclined to be wasteful and to spend the money carelessly. This extravagance is evident to the careful merchant who weighs expenses and results, and because he "holds the appropriation down," the trimmer thinks he is too close. Every store should be close in the sense of not spending money uselessly.

"Sometimes the trimmer will get an idea for a decorative scheme that appeals to him as being a good one. He likes it so well that the proposition is put up to the house before it has been weighed and analyzed. When an idea comes to you—weigh it carefully. Work out the details and look them over from every side. Ask yourself questions and then place yourself in the position of the merchant who has to pay for it and see how it looks from that angle. See whether it is as practical after careful thought as it was before. When you have analyzed a scheme in this careful way and it still seems good to you, you can present it to the house and be in a position to answer any arguments that may be brought against it.

"Sometimes the trimmer is handicapped by poor windows. If that is the case he must make the best of the situation. Don't forget this—it is the trimmer who succeeds in spite of limitations that surround his particular work, who is the craftsman in the true sense. Any one can play a good hand at cards poorly, and many can play a good hand well, but it takes a mighty good player to play a "rotten" hand well. It is the same in window dressing.

"Too many toy displays (or the average display for that matter) are gotten up too hurriedly and with too little thought. The day is past when you begin to think of your toy display when you are clearing the windows to make room for it. You must think it out along systematic lines and far ahead of time. Prepare your work for such a display several months in advance, and remember this—you must go at it with your heart and soul in your work and with this view in mind—nothing is impossible. Then you are sure to win.

"Always keep in mind that success comes through thought and work, by planning work and working plans.



A JAPANESE GARDEN.

There are too many trimmers who only make a pretense at effort; the responsibilities of a position are nothing to them; they care only for the salary that goes with the position. When you start to make a toy display, go into the toy department and make a survey of the goods—pick out the several lines you wish to use. Study them and plan a setting that would put them into their proper surroundings. Or go into the department and think it out as a fairytale of your own imagination. Don't take the first idea that pops into your head—keep studying the matter over until you are sure you have the best idea—then work out the details.

These remarkable windows had to be seen to be appreciated. In most of them there was an astonishing amount of detail which was all worked out with remarkable fidelity and accuracy. In the pictures shown here much of the detail is completely lost. However, the reproductions will serve to show in a general way what the windows were like and the rest will have to be left to the descriptions that follow. The subjects were of all sorts and were taken from history, fiction, fairy tales, Mother Goose, the Bible and many other sources.

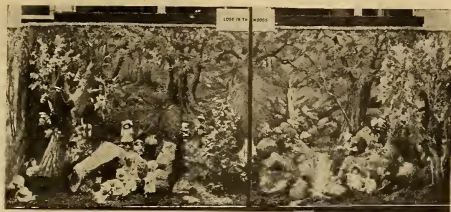
While only toys were shown, the purpose of these displays was to draw people to the store and the results were as evident in the suit and fur departments as in the toy section. In short the windows made this store the chief attraction of the entire city during the time the displays were on exhibition. Everyone talked about the remarkable show and it is safe to say that every child for miles around, who was able to get about, was taken to view the exhibition. It goes without saying that a display such as the one shown here, made on such a large scale, is no slight undertaking. In the first place it requires a special talent for this sort of work on the part of the decorator. He must be unusually observant and have an eye for composition and perspective. In addition to these, Mr. Pierce has introduced an element of humor that added much to the effectiveness of the displays. Then there is the



THE BOULEVARD.



AN ITALIAN GARDEN.



LOST IN THE WOODS.



ROBINSON CRUSOE.

actual work to be done and the amount of detail to be attended to both in the preparation and execution of such a series of windows is almost unbelievable. It certainly is no small undertaking. The expense also is something to be considered.

It would be foolish to assume that because this display proved successful when used by Sibley, Lindsay & Curr Co., it would prove equally successful for any other big store. As a matter of fact there are comparatively few stores that would be justified in making such a show to the exclusion of their general merchandise. On the other hand there is hardly a big store anywhere that could not use to advantage one or two windows similar to some of those shown here. In the series there is a wealth of suggestion and ideas that could be worked out in many ways. A brief description of the windows follows. The descriptions are by Mr. Pierce:

Santa Claus in His Workshop.—This window, of course, is not exactly an original venture as it has been worked in a number of stores for a good number of years past, but we feel that we have given it a little different tone from any workshop we have ever heretofore seen, the end piece being so arranged that the people on the street would seem to be in the shop looking out through the windows into the Arctic regions. The workbench, shelf, and fixtures in general look new, but they are not, the tools being old tools that were practically worn out. The desk, chair, foot-warmer, clock and 'phone were of an antique character. Some of the toys were labeled "Johnnie Jones, Rochester, N. Y.," "Harry Smith, London, England," etc., leaving the impression and communicating the fact to the children that these toys are being sent world-wide.

Japanese Garden.—This gave us an opportunity to show what we could do in landscape gardening. In this scene we were very particular that the shrubbery, trees, altars, etc., were in due proportion to the dolls

used. The Japanese dolls being a character that is not very often sold, this proved to be a winner from a sale making result.

Hansel and Gretel.—This is a very interesting piece of work, especially to the German speaking people, it being purely a German story. The house was built of cake, frosting, etc., the roof being ginger cookies. This window was possibly as much a favorite as any one of the series.

Surrender of Cornwallis at Yorktown, October 19, 1781.—This scene was theoretically correct in every detail, the scene being on the York River at Yorktown, showing the location of the French fleets. The foreground shows the disarmament of the British soldiers. This window was of especial interest to school children, being truly historical in its nature.

Noah's Ark.—This picture needs very little description as the photograph shows very well the effect and proportion of the animals used. This Bible-story window resulted in the teachers of several of the different Sunday Schools bringing their classes here in a body to see this window.

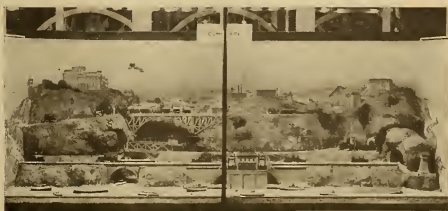
The Old Woman Who Lived in the Shoe.—This picture needs very little description as the story is well known to all. However, I wish to call your attention to the character and complete get-up of this window, and the shoe as compared with those that have been set up in different cities in previous years.

Boulevard.—This window was certainly a picture true to nature which could be found in almost any beautiful city. This display increased the sale of toy houses immensely, also the lamp posts and other iron toys shown.

Italian Gardens.—This window is 12x20 ft., and extended around corner to size of 7x15 ft. The theme of this window is particularly to give a fine setting for dolls, all prices and sizes being shown. The effect, however, is a happy one. The lawn is built up of two terraces, and the very finest of foliage and trees were used. The lily pond in the front has not been done justice in the photograph as there is water spouting from the lion's mouth, the iron brace in



THE MATINEE.



COMMERCE.



THE GRASSVILLE POLICE.

the middle of window hiding this from view in picture.

Lost in the Woods.—This picture does not do justice to the window itself as the cut out trees in the foreground seem as one with those painted on the scene. To the left in front you will note the fairy surrounded by those "google-eyed" dolls which have been lost in the woods. The character of these dolls themselves proved a very interesting subject.

Robinson Crusoe.—This window you will note is divided into two sections in order to thoroughly illustrate the story, the divider in the middle being painted on both sides to match the scene to which it belonged. The first scene is the day after the wreck, and Robinson Crusoe has brought in his first cargo on his crudely constructed raft. The second scene is Robinson Crusoe's cave twenty-four years later. The picture itself in this scene is the least bit dark on account of the cave effect; Friday and his parrot hardly being seen. However, the cave is equipped as described in the story.

Matinee.—The show being produced was in the form of a musical comedy. The orchestra was especially made in Germany. As you will note, the music stands, music, instruments, etc., are in due proportion to the setting. The matinee girls in the boxes were also of a special character, being finer dressed than the ordinary dolls. This was probably one of the neatest and daintiest get-ups of the entire lot.

Commerce.—We thought this a very appropriate subject for this window, owing to the fact that it combines transportation by boat, auto and railroad, with a scene of strictly commercial character.

Grassville Police at Gates Center.—This window was purely of local interest. The place is a small cross roads a mile or so west of the city line which is passed every day by people motoring, and is a familiar spot owing to the characters Joel Baggs and Hank Peters supposedly living there; and are used in one of our local papers daily; their jokes being of a matured character. The Grassville Police Force is taken from one of the Sunday papers, the cartoon being of great interest to children, and is well known in this city as well as many others. The combining of



RIP VAN WINKLE.

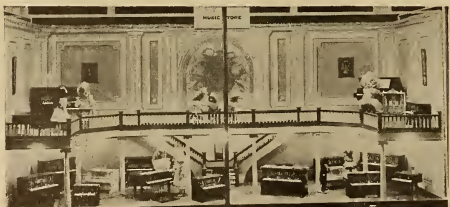
these characters caused quite a bit of comment by those people who thoroughly understood them. The sign read: "Grassville Police Force at Gates Center." "Joel Baggs, he sez, sez he: That goldarned Grassville Police Force haven't caught that critter Slim Jim yet." This phraseology being used by Mr. Clubb, who draws the characters of Joel Baggs at Gates Center.

Rip Van Winkle.—This proved a very interesting subject to the people owing to the familiarity of the people of this vicinity to the Catskill Mountains. The first scene shows Rip Van Winkle who has fallen asleep. Rip and his dog can be seen in the foreground, while the gnomes are playing ten pins. The keg of rum is not visible in this picture but is placed on the rocks behind the bushes where several of the gnomes are drinking. The second scene shows Rip's return to the village. Most of the characters were especially made for this setting, being very fine as to the expressions of surprise on their faces. Rip himself in this picture is in ragged clothes, and has nothing left of his gun but the barrel. We received quite a bit of comment on the correctness of the characters.

Music Store.—This was a very pretty window, but of course, did not hold the crowds as did the others of greater interest. On the floor were little rugs made of small pieces of tapestries, and you will note the certificates of award in small frames which are typical of the higher grade music stores.

STORES that sell toys will find it to their advantage to hold some sort of a Children's Day during the fall. Such an event is intended as a preliminary showing of toys and should be accompanied by an entertainment of some sort. Stores that have used this idea have found it very satisfactory when carried out in the right way.

IT IS not only necessary for an advertisement to be true, but it must SOUND true. If a very unusual statement is made in an ad some very good reason should be given for it.



THE MUSIC STORE.



ITALIAN GARDEN.

DRAWING CHRISTMAS CROWDS

SCHEMES THAT ARE USED BY LIVE MERCHANTS TO BRING
THE CHILDREN AND THEIR PARENTS TO THE STORE—
THE SANTA CLAUS PARADE IS AN OLD STAND-
BY THAT NEVER FAILS

CHRISTMAS is still some time away but the wise merchant is making his plans now for what he is going to do two months hence. The success of any business getting campaign depends as much upon the manner in which it is planned as in the way it is carried out. So far as the average department store is concerned, one detail may be considered settled—Santa Claus will play a prominent part in any Christmas plan that may be devised. This jolly, fat old Saint Nic is a perennial source of delight and wonderment to the youngsters and he is the very essence of the spirit of the store's holiday entertainment. Having decided to employ the services of Santa, the next thing to decide is how to put him to work to the best advantage.

One thing is certain—the thing must be done right, for there is every likelihood that there will be a good deal of competition about this Santa Claus business. He is a ubiquitous old gentleman and no store can monopolize his services. In fact, he is to be seen in the shopping district about Christmas time in so many shapes and guises that juvenile credulity is sometimes sorely strained even with the most trusting kiddies. So, since practically every department store will have a Santa, it is up to us to have one who will be able to win his share of attention—or a little more than his share. In the first place he should look the part, and he should be introduced properly.

As to his introduction, there is probably no better

way of presenting the old gentleman than by means of a parade. This scheme is an old one but when handled in the right way it never fails to draw big crowds. A good Santa Claus parade can be held year after year without any diminution of interest. Indeed, it appears that the interest increases with each succeeding year. As to the manner in which the parade is to be conducted, there are innumerable ways in which this may be done. The main idea is to advertise the event well and then make it a matter of much pomp and ceremony. Generally Santa Claus is supposed to be brought from his headquarters at the North Pole and he is found at the railroad station from which point he is escorted to the store in an automobile to the accompaniment of a brass band. Inexpensive souvenirs of some sort are distributed to the delighted youngsters along the line of march. When the procession reaches the store, Santa Claus takes his place in the show window or in the toy department.

For a number of years Goldsmith's store in Memphis, Tenn., has conducted a Santa Claus parade of considerable pretention. The accompanying illustration shows the front of the store just after the procession had arrived. The crowds on the sidewalk and in the upper windows of the store leave no doubt as to the success of this attraction. The Goldsmith parade is varied each year and new features are added. The line up of the parade last December was as follows:

First came a uniformed bugler who advanced down the street. A few calls on his bugle made him the center of all eyes. Next came a gaily decorated touring car from which souvenirs were distributed. Then came a body of mounted police who were followed by



SANTA BROUGHT THIS CROWD TO GOLDSMITH'S STORE IN MEMPHIS.



SANTA'S HEADQUARTERS IN THE WINDOW OF PORTEOUS & MITCHELL CO.

a company of sixteen zouaves in full uniform. A brass band of sixteen pieces came next and behind the band marched the "Newsboys' Club." The boys were dressed in rough rider suits furnished by the store and which they were permitted to keep after the parade was over. A decorated float followed the newsboys, after which there were nine large banners telling the various good features about the Goldsmith toy department. The boys who carried the banners were all dressed alike in white. Then appeared five delivery autos loaded with brightly colored toys of every description. Behind was a big auto truck that was also loaded with toys. This imposing pageant represented the arrival of Santa Claus from his North Pole workshop with his stock of toys to establish his official headquarters at Goldsmith's. The auto in which Santa rode had a sleigh built upon it and two big reindeer were in front. At the back was a Christmas tree covered with decorations. It is perhaps unnecessary to say that, in addition to the regular parade, there was a horde of volunteer marchers consisting of small boys and girls anxious to catch a glimpse of Santa Claus. Alfred Baer attended to the decorations for this parade.

The other pictures illustrate another idea in the way of an introduction of Santa Claus. The smaller picture shows the special car that was used to take Santa to the Porteous & Mitchell Co. store in Norwich, Conn., last year. This was a special flat car of the interurban railroad which had been elaborately decorated for the occasion. The trip was begun in a small town some distance from Norwich, and the car had to pass through some half a dozen villages before it reached its destination. Santa's coming had been well advertised and all along the line there was an interested crowd awaiting him. When he reached the city the mass of people became so great that the car had to be stopped to clear a way. It took several husky policemen to keep back the excited little ones who were anxious to give messages to Santa Claus regarding their desires in the matter of Christmas presents. When Santa arrived at the store he took his place in his workshop in one of the show windows which is shown in the photograph. Here he pre-

sided, off and on, during the days before Christmas, much to the delight of thousands of small boys and girls who spent much time before the window. The decorations of the car and the store were designed and carried out by Daniel J. Hinchey, window dresser for the Porteous & Mitchell Co.

The background and decorations of the window represented a Polar scene with the workshop of Santa Claus in the foreground. The remainder of the window was filled with toys. This was not a very expensive stunt but it served as a fine advertisement



SANTA CLAUS SPECIAL.

not only in the city but in all of the towns and along the line of the interurban line along which the car passed. Big crowds were waiting everywhere, and the name of the store was brought vividly to the minds of thousands who saw the car and its occupant. There are many other similar ideas that might be used successfully to accomplish the same purpose. Every big store that has a toy section alone but to every department in the store.

And right now is the time to plan an event of this sort. There are many little details to be thought out that will benefit by being taken care of deliberately rather than in the rush of the last few hours. Many merchants plan these things a year ahead of time. As soon as one is over they begin to think of how the next one can be made better.

WERNERWERK

ODD AND STRIKING DESIGNS AND COLOR SCHEMES APPLIED TO INTERIOR STORE DECORATION—A PLEASING STYLE OF DECORATION THAT CAN BE USED EFFECTIVELY OVER LEDGES

J. A. Moore

With Graham-Sykes, Muskogee, Okla.

LEDGE TRIMS are as a rule neglected. The average trimmer classes them as a nuisance or a bore—I do. Yet they are of great importance. The modern idea of merchandising is to get as much of the goods as possible, on the theory that when goods are shown favorably they will sell themselves. Certainly it must be admitted that the space over shelving and ledges offers an excellent opportunity for showing certain kinds of merchandise in such a manner that it is sure to attract attention.

The principal objection to ledge displays is that the merchandise becomes soiled and damaged in a comparatively short time, hence it is not advisable to show delicate goods on ledges and whatever kind of goods may be shown, the display should be changed frequently. In connection with the display of goods, the ledge offers an excellent opportunity for decorative treatment. Some years ago, practically every store took advantage of the display space on the ledges, but, for some reason or other the custom became less popular than it once was. Probably the reason was the one before mentioned—damage to the goods. Recently, however, there appears to be something of a revival in ledge trimming. Decorators are paying more attention to this class of display. The accom-

panying photograph and sketch show a style of ledge decoration designed after the German style known as "Wernerwerk." Under certain conditions, this style of decoration will be found unusually satisfactory.

I have five ledges like the one shown in the photograph. They are all of uniform height, width and length. There are three on one side of the main aisle and two on the other. These five ledges are over the toilet goods department, the stationery department, ladies' collar and neckwear department, the ribbon department and the laces and embroidery department. I have charge of about 100 feet of other ledges, 200 feet of windows and in addition I take care of all of the card work and write from 300 to 700 inches of advertising every week, so I tried to devise some practical means of relieving myself of as much of the ledge display as possible. This could only be done by working out some simple system that would make it possible for the help in each department to take care of the merchandise displayed on the ledges. It was accomplished satisfactorily by means of the ledge display shown in the pictures. The design shown was chosen as adapted to the display of the greatest possible number of different kinds of articles in the five departments represented. The construction permits of the merchandise that is easily soiled being taken down by the help of the department each evening and being replaced by the same people in the morning. The style of decoration was selected as being something a little out of the ordinary and therefore likely to please the eye without attracting too much attention to itself.

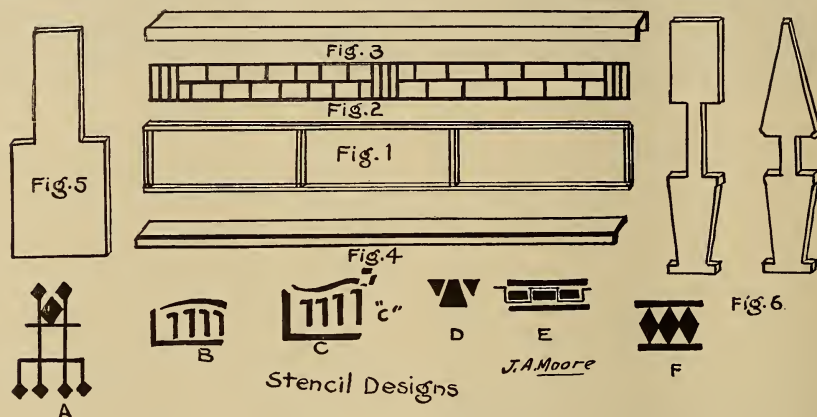


WERNERWERK DECORATIONS BY J. A. MOORE.

The color scheme was white, grey and black. One inch lumber was used to build the structure but any good composition board would answer the purpose admirably and would be easier to handle. In the diagram, Fig. 1 shows a vertical frame work that ran the length of the ledge. This was made of 1x2-inch strips. It was covered smoothly on both sides by muslin stretched tightly, sized and painted with white cold water paint. Fig. 2 shows a lattice that also extended

elties, stationery, china, brass, bronze, etc. The same ledges might be used in the dressgoods department to show the materials in bolts with accessories such as buttons, trimmings, hand-bags, gloves, etc.

Possibly this style of decoration might not be suited to all stores but there are many in which it might, with variations, be used to advantage. While it could not be used in one part of the store it might be precisely suited to another. For example, a varia-



DETAILS OF MR. MOORE'S DESIGN.

the length of the ledge. It was made of weather strips $\frac{1}{2} \times \frac{3}{4}$ -inch, painted black. Fig. 3 was an inverted trough that formed the top of the decoration. Fig. 4 was a 6-inch board with a 1x2-inch board fastened along the lower side of the front to prevent the board from sagging and to give it a finish. This board served as a shelf on which various kinds of merchandise might be shown. Fig. 5 was the end which may be seen at the left side of the photograph. The end was made of two pieces of 1x10-inch lumber three feet high. Design "A" was painted on the end in black to give it a finish. Fig. 6 shows two conventional tree designs sawed out of 1x10-inch boards four feet high. These were sawed out at a planing mill. The upper part of each of these trees was painted in shades of light and dark green, the stem brown and the lower or tub part was in grey with the Design "E" stenciled on at the rim and base. The stencils cut from cardboard were used so that everything would be uniform in pattern. Both sides of these trees were the same.

Rambler rose vines were twined through the lattice and over the design. The bright colors of the flowers made a striking contrast against the quiet grey, black and white combination. These designs were made 20 inches wide, 14 feet long and 3 feet high and they made an excellent semi-permanent decoration that could be left in place a considerable length of time. These trims were exceptionally useful during the holidays for showing toilet sets, leather goods, nov-

tion of this scheme with the same or different decorations, could be used to advantage in the toy department, where it would help to show off the toys, which could easily be placed by the department help. Used in the toy section, the colors would naturally be made much brighter. It may be added that such a design is just set on the top of the shelving and is not nailed. It can therefore easily be put in place or removed intact.

§ §

DO YOU understand how to clean and repair wax figures? The process is fully described and illustrated in the book "The Art of Decorating." So are thousands of other things equally useful to the window dresser. This is a book you surely ought to have for daily reference. We will send it prepaid to any address for \$3.50, and if you don't like it after examination, we will return your money without the slightest argument.

§ §

OUR BOOK, "Sales Plans," contains 350 separate and distinct ways of getting business for the retail store. The plans described have been used and found successful by the brightest merchants and advertising men and you would probably find the same ideas equally applicable to your business. Send us \$2.50 for the book, and if you want your money back we will be glad to send it to you.

The Principles of Men's Wear Display

By Harry C. Davis

This is thirteenth of a series of twenty-four articles that will cover every phase of the display of men's clothing and allied lines. Mr. Davis is a conceded authority on this subject which he will handle in detail from beginning to end. The articles will be fully illustrated with drawings, diagrams and photographs and will be written in a manner that will prove equally valuable to the merchant and window trimmer.

Style in Design

"The place is dignified by the doer's deed."—
Shakespeare.

Can you think of anything more pleasing to all eyes, or more economical than plain rich paneling, for a background in a men's wear window? I can't. Neither can I think of anything more harmonious, more dignified or more *masculine*, if you please.

It is suggestive of the club, the office, the den and of solidity. What more do you want, what more would you have in a setting or in surroundings for men's wear?

A cellaret! Yes, that, too, is masculine. Very well, use one now and then. It will fit into displays of many kinds of apparel very nicely and add a dash of "spice" that will appeal to many a wearer of the sort of clothes every salesman finds delight in selling. It will appeal to the sort of fellows you like to see come into your shop because they usually buy "good stuff." We might add, too, that very often a chair; a small neat table or some other piece of furniture can be used with excellent results. Such things seem to have a closer, more natural intimacy with the man of affairs than do those things the trimmer knows as display fixtures—which the layman looks upon merely as ungraceful, meaningless things of iron or wood. But how would a cellaret or a display of men's wear look placed before a background supposed to represent one side of a French parlor; or, again, the side-wall of a Chinese temple of worship? Where would you find *harmony* in a display of clothes for the tennis or the golf man or the business man, if made in such surroundings?

Perhaps you would not use just such things for settings or backgrounds, then again you might. Never can tell where you might go to find "something original" once you started building "fancies."

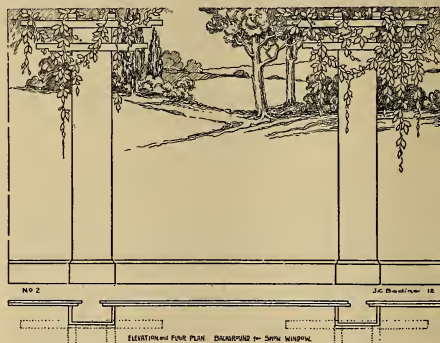
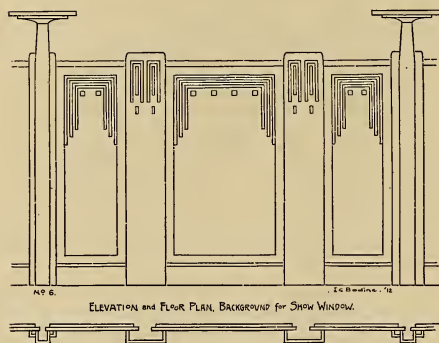
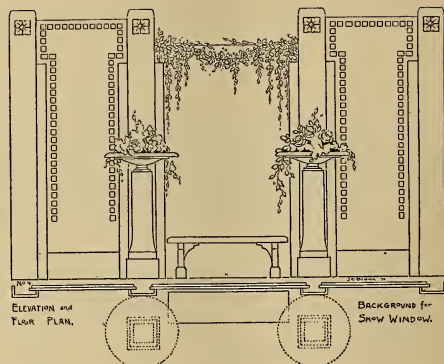
I have seen them built to represent almost everything; have noticed how some designers' enthusiasm, or perhaps craze for "something different" or "new," seemed to separate them from their better judgment. Today it might be a Pompeian bath; tomorrow something snatched from the tomb of a long-dead age; and later an American window trimmer's nightmare put into material form. Yes, and I've seen men's wear displayed in surroundings that were undoubtedly de-

signed to represent something else, but which to me appeared to portray the interior of a Turkish harem. Of course there was no weird music nor some of the other things one would expect to find in such a place; but the noisy colors and eccentric lines furnished quite enough suggestion and amusement—to insure lack of value in the display. Now even if we admit some of these things might attract the attention of a lot of men, do you think they would *appeal to any*—or lead to many sales of men's wear? No, of course not! Well, why use them then? Remember, we are not in the show business. We are in the MEN'S WEAR business and we want to display our men's wear in such a manner as to *make men buy it*. So much for settings that cost money; take up valuable display space; mean nothing; produce nothing. Now for some that we can use.

At times, on special occasions a temporary setting, architectural decoration, background, or whatever you wish to name it, is undoubtedly a good thing, a desirable change. It will serve as a sort of relief, be looked upon as a gala dress by those who pass the store day after day. But even the most beautiful things of this kind, especially the very elaborate sort, will become "old" within a surprisingly short time. Then, a change back to the plain, every-day business dress of the windows will be quite as agreeable to passing eyes; and the "sensible" attire will "wear" much longer in the public eye—which means (does it not?) that it will render better service to the store.

In saying that a temporary setting or background is a good thing, I mean it is a good thing if the thing is really good; if it really is artistic, if it *means something* and is an appropriate setting for the merchandise shown with it.

The aim should be not merely to have something fancy or elaborate, but to represent some particular thing with which at least a part of your "audience" is familiar; and which your audience will appreciate and enjoy because of your consistent, masterful handling of the subject chosen. If your selection, your subject represents a certain period style of decoration or, again, an architectural order, adhere to the lines, features, details thereof. Select your subject, your style, your period or order and remain faithful to it.



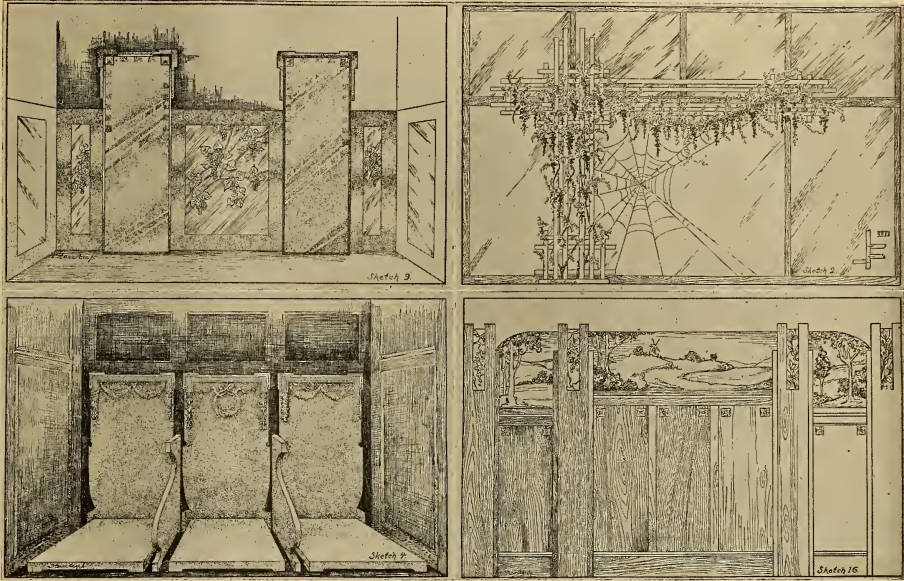
BACKGROUND DESIGNS BY J. C. BODINE OF CHICAGO.

The four background designs shown above are in every respect admirable for men's wear settings. They are cleverly designed and the lines are beyond criticism. They are part of a collection of copyrighted designs recently published by Mr. Bodine and we are indebted to him for permission to publish them in connection with this article.

Don't get your dates nor your orders so badly mixed as to make them appear scrambled. It is much safer and better not to mix them at all. You can modify and adopt, of course, and still be consistent, safe—if you are thoroughly familiar with all the orders of architecture and the many different period styles of decoration; in short, if you know just what you are doing. For if you *know*, then you will not do the wrong thing. But to “mix” the lines, features, telling points of several styles or orders is to produce a freak, a caricature which many in your audience will appreciate as such.

Perhaps I can make this a little plainer to you. I'll try. Let us suppose we want a set-piece of some sort to use in a window of which the enclosure or background is of paneling. It is a good modern background, but we have used it without any change for a long time. Now we want to make a little change. We want something new; some thing people will notice and like; something that will show them we do not allow ourselves to get into a rut. We do not want

to cover the entire background, but add to it some little, inexpensive thing that will alter the appearance of the whole affair. Let us build some screens! We can place them quite near the permanent background—so little, if any, display space need be lost—and if the style of them is in harmony with the surroundings and the lines in them graceful and pleasing they'll make the old front look like “Johnny in a new suit.” (Then, after we have used them for some little time—when they become “old”—we can take them out in a jiffy. Then we shall have made another change and the old background will have become new once more.) But what of the *style* of the screens? Our background is, mainly, plain polished wood paneling. Although the lines are nearly all straight, it is not mission style. Hello!—there is some moulding used for the trim; and there are some capitals on the pilasters that separate the panel-frames and appear as supporting the cornice. What order are the lines in the moulding and “caps” indicative of? The Ionic order, the second of the orders adopted by the Greeks. Did the Greeks use



BACKGROUND DESIGNS BY M. P. STAULCUP.

The above designs are from "Sketches of Decorative Backgrounds for the Show Window" by Mr. Staulcup through whose courtesy we have been allowed to publish them here. These are beautiful examples of modern window backgrounds and they have the advantage of being practical as well as handsome. Any of these would prove excellent as a setting for men's wear.

screens? We do not care whether they did or not. We want some screens in which there are Grecian lines that will "jibe" with the style of our background. We could make a reproduction of a section of the background and be perfectly safe, but that isn't just what we want. We want something that smacks more of furniture than of a side wall of a great hall. Well, where shall we look for it, where find an idea.

Let us go over to the Public Library and get a book that will enlighten us, tell us, about Greek furnishings and architectural orders, and show us illustrations of them. Here we are; here is just the book we want! In it there are scores of illustrations showing interiors and exteriors of buildings done in the order in which we are interested. And here, too, we find illustrations of ornament, furnishings, etc. We do not find any illustrations of screens, but here is a table, the legs of which we can modify a little—without destroying the style or character—and use for the sides of our frame. Now we'll adapt the top detail of the table to the top finish of our screen frame and—by wisely selecting, modifying and adapting—we shall produce a screen in which the lines are purely Greek and in which the detail is in perfect harmony with that of our background. In doing this we shall bring down to date, put into a piece of modern furniture some ancient but beautiful lines—and we can look every man squarely in the face

and tell him we know just what we are doing; that we are "safe" in using things of the kind for modern show window purposes. I wish I could think of some better way to explain just what I mean in saying that you can modify and adapt and still be consistent, safe. But as I cannot do so, the next best thing to do is to hope you will catch the drift of the best I have to offer. And if you do catch the drift of it, make a note of it and apply it to not only screens and this particular order, but to everything in which your creative inclinations become interested.

Now, if you are unfamiliar with the different period styles of decoration and ornament, architectural orders, etc., it would seem but natural for you to ask about them. But don't ask me, for I shall not attempt to tell you about them. Not that I could not write quite as much and quite as badly about them as I have written about some other things, but I think there is a better way for you to learn *all* about these things. I think it would be much better for you to purchase from some dealer or obtain from your local public library as many books by as many authoritative writers as you can. Then read them, re-read them, study them, store up in your brain as much of the contents as it will carry. Try it, *do it*. Don't just think it is a good idea and then forget it. And don't be afraid you will overload your brain. It is capable of carrying a wonderfully large amount of knowledge. In it

there are millions of minute rooms, cells. Thousands upon thousands of them are empty; little rooms that you have never used; little storage vaults that you should fill with that most valuable treasure, knowledge; little warehouses that must ever remain empty, useless, unless *you* put something into them. *You* must fill them, if they are to get filled. No one else can do it for you. So get busy and fill as many as you can—with worth-while knowledge. You'll find that it will be very helpful; that it will make your work easier, more interesting and more profitable.

Of all good things in the world, knowledge is the least difficult to get. It is cheap and the supply is greater today than ever before. We have the accumulation of all the past ages to draw from, and we may draw as often and as much as we desire. Buy a few good books, treat them properly and see how hard they will work for you, how much good they will bring you. Be a student; you've got to be one before you can be a master. You may think to yourself: Oh, pshaw; why should I bother with such stuff? If I want to use some settings, I can *buy* them ready-made. So you can; but would you not feel some little satisfaction, if not pride, if you knew that you and your firm could depend more upon *your* judgment, *your* ability to *select the right thing* than you and they could upon the word of a dealer anxious only to *sell you something*? And do you not think *your* firm, or any other one, will always willingly and gladly pay for such protection as you can give them? Again, suppose there is a "big job" open in a store where more than merely superficial knowledge of decorative art is required of a trimmer. The position pays well and you would like to have it. Well, can you qualify for it? You can, if you have fitted yourself for it, of course. But, if you haven't, what then? You will have to stand aside and see some other, better man get it—just because you have been *loafing* when you might have been learning something.

To be successful, "get the money" in this business, you've got to *know* the business. And you've got to begin at the *beginning* and learn all the ins and outs of it before you can know it, reach the top. It is a long, steep, tiresome road that leads to success and a perilous one for those who are not sure of every step. The fellow that ignores the one safe entrance to this great highway and tries to break onto it half way up its length will find, sooner or later, that he must go back and start again at the very place where those who are outdistancing him started. He will find that nothing but the impetus which a proper start furnishes can be depended upon to carry him steadily, safely to the top. Start right, learn how the road is built and where it is safe and unsafe. Otherwise you will have either to stop or go back or step aside to let others pass, some day. This latter will of course happen where the going is hardest, the way steep and quite high—and you may *fall off*. Who wants to fall!

As for *buying* ready-made backgrounds, set pieces, etc., it can be done. There are firms in some of the larger cities that make a specialty of such things—and the best in the business are to be found right here in Chicago. These firms employ finished artists—designers, painters, sculptors, etc.; and the artistic qualities of the products of their studios are seldom, if ever, to be found lacking the merit which the technician will look for—and enjoy when he sees it. And this is the sort of thing to use, for if the technician sees merit in it, then merit, *real beauty*, is certainly there. And the layman will enjoy it even if he does not know *why* it is beautiful, does not really appreciate its artistic merit. So, if you are going in for such things, but find that lack of technical knowledge disqualifies you as a judge of the artistic merit of things which may be conceived in your own brain, you would better place your confidence and cash with some man or firm whose business it is to *KNOW*.

But there is another side of the background proposition, one that *you* should know all about; one that *you* should bear in mind, look out for. This is the *business* side. And this is the way *I* look at this side of it: If we are to make the most of our display space, keep it up to the 100-per-cent mark of efficiency we must divide it into different sized sections from time to time, so all the lines of merchandise for which there is a demand can be shown. Where backgrounds are composed of panels this can be easily done—dividers can be placed almost anywhere. But many backgrounds of the more elaborate sort would be disfigured, the effect ruined, if dividers were so placed as to form sections in the window. For illustration let us refer to Mr. Staulcup's sketch No. 2. This sketch shows a simple, but very beautiful design for a large window. It is nothing, if not original to a degree; and a thing everybody can understand and appreciate because it is of our own time and suitable to almost any clime. But just one divider would mar the beauty of it and more than one would destroy every bit of beauty there is in it.

So, when we select a design for a fancy temporary background, let us not forget the purely business side of the proposition, the selling possibilities of the design. Let us select one that will be effective when the window is divided into sections as well as when dividers are not used. It can be done—as you will see by looking at the accompanying illustrations.

For these excellent designs we must thank two of the best designers of truly artistic and practicable backgrounds in America—and that means in the world. They represent the work of J. C. Bodine of Chicago and M. P. Staulcup of New York.

It will be plainly seen that each and all of these designs (with the one exception) would be equally effective with and without dividers. And that their artistic merit is above criticism.



Plate No. 7388. A Holiday Display by Tom Allan for Phelps-Dodge Mercantile Co., Douglas, Ariz.

The total length of this display was 42-feet. Red poinsettias, green holly, green ferns, silver holly and red and green shades were the decorative materials used. The scenic

panels that extended along the back were 3x8 feet in length. Columns and dividers were white. Various kinds of holiday merchandise were shown in the several sections.



Plate No. 7389. An Opening Display by Du Mez Brothers, Holland, Mich.

This is one of two windows that were treated in the same style of decoration which gave the store front a decidedly attractive appearance. The background and ends were pure white and finished off with half inch half round molding in gilt. In the window shown here the decorations were roses

and shades in red. In the other display these were pink. On a low platform at each side was a small tree made from air plant arranged over wire frames. The bottom of the window was covered with green cotton flannel. When lighted up these windows were especially pleasing.



Plate No. 7390. A Holiday Display by J. L. Benedict for Wilkins Bros. Co., Des Moines, Ia.

Here is a display of handkerchiefs that is so clear in the picture that no lengthy description is necessary. The back-

ground structure was in white with a trimming of green and white foliage. In the middle panel was a wreath.

DEPARTMENT STORE CARD WRITING

By G. Wallace Hess

This is the fourth of a new series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

WHEN one looks at the maze of conflicting statements seen in print regarding card-writing it is little wonder that many beginners often think that secrets are being withheld or untruths told. I can remember when in my early teens of going into a stationery store in my home town each month and reading the articles on card-writing which ran in this paper—I didn't buy it, as a matter of fact couldn't afford to. Perhaps some youths who read this are doing almost what I was then, working from 7 a. m. to 10 p. m. weekdays and 7 to 1 on Sunday and that for a very meagre salary. The labor laws have stopped the excessive hours somewhat to the benefit of all mankind.

To the youth starting on a clerical career I would say that the age of 14 to 18 is the best time to start card-writing. The expense is trifling. Give me three dollars and I can buy material enough to handle the work in the biggest store on the continent. I remember well my first lettering—materials, a bristle brush and lampblack mixed in kerosene—now that's almost but not quite as bad a mixture as one described in a statement I read in a book on card-writing last week to the effect that the way to make gold for lettering was to take bronze and mix it in banana oil. Can you beat that for inside information?

It is doubtful today if there is another vocation which has as many followers as card-writing that has as few things really made for the execution of the line of work peculiar to it, as the subject I'm dealing with.

Racking my brains, I can think of but two things, viz., brushes and a ruling gauge. Everything else we use was made for another purpose.

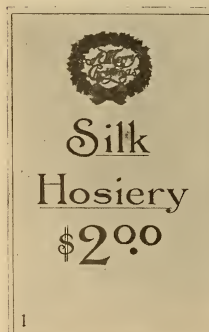
It is a matter of extreme regret with which I have viewed some of the statements made regarding my ability as a card-writer in many trade journals at or about convention time and I can only hope that the many I have met personally have formed the opinion that I am only one of the many such as are found in the various stores of the country.

I want to talk to you a little about card-board this month, to assure you that I'm not selling it either.

If I were to class the successful completion of a well-lettered card taking all the materials used into consideration in brush lettering I would allow about 25 points for brush, 40 for card-board and 35 for colors. Card-board and colors do not receive enough attention from the card-writer.

At the present time the paper manufacturers down on our eastern coast are making cover papers of extreme beauty as to tints and finish. Many of these are heavy enough to stand almost alone, or they can be mounted on mat board of a darker tone as a photographer mounts a high class print. Some of these covers have an ideal surface for music pen lettering and others will not stand a pen.

Some, and especially the line I used in making this month's cards, will not stand an eraser so it is necessary to line and layout with charcoal, which by the way is a good stunt to use on all rough boards.



**Silk
Hosiery**
\$2.00

1




**Trefousse
Gloves**
\$3.00

2




**Thanksgiving
sale of
table linens**

5



Scarves
of
Unusual Beauty
\$15.0

3



Misses and juniors
new fall suits
made of all-wool
serge, wide wale chev-
lots, fancy suitings
and combination ef-
fects in a wide vari-
ety of styles priced
at fifteen dollars***

4

Sharpen the stick to a flat rounded end and when the lettering is absolutely dry wipe off the lines with a piece of cheese-cloth.

In buying card-board it would pay two or three merchants, that is the smaller stores, to club together and buy case lots of seconds.

Now you may be timid in buying seconds but you must remember card-board was first made and is now made for the sole use of the lithographer and a small piece of clay in the surface of one full sheet could destroy very easily color plates worth thousands of dollars.

As to cover papers get in touch with your nearest paper dealer in a large city, or call on some live printers and see if they have a copy or back numbers of the "Printing Art," monthly sample book which generally shows samples and also gives the name of every dealer on the continent handling the line. Most of these covers come $22\frac{1}{2} \times 28\frac{1}{2}$ inches in size and are ideal for air-brushing.

Card number five is made on tan board, the initial being a neatly cut post card and shows how the fellow off in the small town with no air-brush and no ability to draw can make a neat card very easily. All the other cards are on a delicate bluish green tint of cover paper.

The silk hosiery card shows a die cut holly ornament with a piece of white paper back of it to make the words, "Merry Christmas," stand out more. No. 6 rigger used.

No. 2 shows a post-card stencil effect which was cut down in size. Air-brush workers will easily see how such a design can be made with two registering

stencils. The two caps are in red and the other lettering is dark green.

No. 3. Lettered in gold, white edge lines, post-card winter scene used at top.

No. 4. A tan card lettered entirely with a gilt ball-point pen costing two cents which beats a No. 5 or No. 6 Payzant and costs 98 cents less. An initial panel is used.

Now for the small men's wear store or clothing or shoe store I consider the ball point superior to the two smallest size Payzant pens and you will remember that I first called the attention of card-writers to the Payzant pen in these columns seven or eight years ago.

No. 7 card shows a die cut ornament of German design. Notice how, though it is intended to be used with the bells underneath, it looks very graceful up side down so to speak.

Your attention is called in this card to the line "Sweater Coats." Take the old English cap "S" for example. Here is one of the hardest letters to make there is.

At first glance the student will say "used a flat brush." Not at all. I never use nor ever will use a flat brush except where I must get a stroke one-half inch or more in width.

I believe and have seen ample proof to convince me the flat brush and especially the round ferrule flattened at end has made more "sloppy" card-writers than any other tool.

Search the continent over and you will find every high class card-writer using round brushes; there is not nor ever will there be devised a letter that cannot

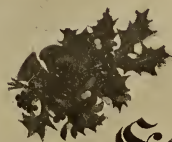
be made to show more character if made with a round brush than with a flat. To get a round brush throwing a half inch stroke means a brush costing \$1.50 to \$1.75, while a flat brush which will do a similar stroke can be had for about 60 cents.

This is my own opinion of the flat brush, you and others are entitled to yours, but the longer you are in the profession the more you will lean to the round brush.

It pays to get busy now on holly cards. Despite the fact that we all know Christmas is December 25 and that we are all pining to get rid of the loose coin we possess even now many of you will let the ordering of holly cards go to the last.

Don't wait for the boss or the manager to tell you—they have worries of their own—but take the matter up with the proper person.

I believe holly cards should go up the day after



For Christmas Sweater Coats

We show a great variety
of different models in this
always popular garment

7

Many years ago in a State street store a shipment of holiday stationery arrived and on each box cover was mounted a dainty die cut spray of holly. That suggested the use of the ornament to me for card-writing and merchants in general should make more use of it for using up regular stock boxes at Christmas time instead of buying regular Christmas boxes.

The season rapidly approaching calls for the use of metallics and diamond dust and gold lettering.

To the trimmer who has a grocery department in his store I would say keep diamond dust and metallics from coming into contact with food-stuffs of any kind unless in sealed packages.

Diamond dust and metallics are best applied to my way of thinking on cards by using the old fashioned show-card inks, such as letterine or markaline, but that is all they are fit for except black for the color of today is the opaque color so much advertised.

For gold, use the little saucers of imported gold which are softened with a few drops of water and worked up with a brush or use Japan gold size and lining gold bronze with a dash of turpentine to thin, using a squirrel hair japanner brush for lettering. Aluminum lining bronze may be used in the same manner. The third gold is made in Chicago for air-brush use and comes in small screw top jars and is thinned with water.

Thanksgiving and be used judiciously, that is use the card where it means something and not put a holly card on a five cent bristle hand brush or a bar of laundry soap. There will be something more on the holly card line next month.

Years of acquaintance with the "powers that be" at the head of this publication warrants my saying that they are trying harder than any publication in the country to help the trimmer and card-writer.

Years (nearly a score of them) of acquaintance with its columns personally, warrants the statement that every new tool or thing to lighten the burdens of the card-writer has been first given you in these columns.

It's a hard game, this writing every month, so if you can suggest any topics of general use they will be thankfully appreciated.

✕ ✕

ABOUT 350 different ways of getting business are described in our book "Sales Plans." If you can apply even one of these ways to your business you will get back the price of the book many times. If you think that among all these plans you could find one that you can use, send us \$2.50 for the book. If you think that among all these plans you could find cheerfully.



Plate No. 7391. Holiday Display by P. M. Ciernia for Field, Schlick & Co., St. Paul, Minn.

Here is shown one of a series of Christmas displays all of which were handled in approximately the same style. The design at the back was white, sprinkled with snow flitter. Red velvet poinsettias and green ferns were used as shown in

the picture. Parts of the scenic paintings were made transparent and lights were placed behind. This made it appear as if lights were shining through the windows. Ladies' neckwear was shown in this display.



Plate No. 7392. Christmas Display by O. F. Ballou for C. H. Almond D. G. Co., Lynchburg, Va.

This display was put in to represent a toy village. The background was painted muslin tinted to represent the sky. It was blue at the top and shaded down to very light behind the houses. The floor was covered with green lining over which artificial snow was scattered carelessly. The mountains at the left were made of green calico arranged over boxes, sticks, etc. Under the mountains there was a tunnel through which trains ran. Houses, trees, automobiles, wagons, a fire department, all as nearly in proportion as possible, were used to make up the scene. Everything came from the regular toy stock, nothing being made especially for this display. The houses were all covered with cotton and artificial snow and

were made to look as natural as could be expected. The auto cabs, busses, etc., backed up to the station all bore the name of a local transfer company and on the depot was the name "Lynchburg Union Station." The railroad ran around back of the buildings and a train of coaches made trips at high speed, running by electricity. An occasional accident, owing to the high rate of speed, only made the scene more interesting to the youngsters who lined the window. This display was on view for a week and attracted a tremendous amount of interest. Many people phoned to the store to know if the train was running, as they wanted to bring the children down. This attraction was comparatively inexpensive.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmen's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1903
"Merchant and Decorator"	Established 1905

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*Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

*When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

October, 1913

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Get Ready Early

CHRISTMAS is still months ahead but the wise decorator will begin at once to plan his windows—if he has not already done so. After all, there is not much time to waste. Most trimmers will put in their holiday displays shortly after Thanksgiving and in the majority of cases there will be at least one or two weeks work on the display before it goes into the window. This means that the decorator should have his decorative materials at hand not later than the middle of November and considerable time will be taken up in getting catalogues, making selections and having the goods delivered. It is wise to allow a safe leeway for possible delays in shipments.

Aside from the advantage of having the materials on hand in plenty of time, it is a good plan to order goods before the "last minute" rush is on with the dealers, as it sometimes happens that certain lines will be completely sold out toward the end of the season. Many of the faults to be seen in holiday windows are due to procrastination in the matter of ordering goods. Sometimes this is the fault of the window dresser but often the merchant is to blame for the delay. No matter where the fault lies, the displays generally suffer. The flowers or other decorative materials arrive at the last minute and have to be put in place with a rush that makes good work impossible.

Most displays should be practically completed in the workroom and then moved to the window when the time for installation arrives. This enables the decorator to handle the work in a careful, leisurely way that is so necessary to a good job. It also makes it unnecessary to keep the curtain down for several days.

Get Together

THERE is a universal custom among window dressers to guard jealously the plans for any important displays they are about to make. In some instances this secrecy may be justified but not infrequently it defeats its own purpose. As an instance, the writer visited a city of about forty thousand population at the time the stores were having their fall openings. In two blocks there were four stores that used precisely the same flowers and foliage in their windows. The arrangement was somewhat different but the color schemes and general effect of all four of them were practically the same. Naturally each of the trimmers were chagrined to find his windows duplicates of those of his rivals. Of course it is an unusual coincidence to have four decorators unwittingly select the same scheme of decoration, yet it is not at all remarkable under the circumstances.

The decorators all get catalogues from the same dealers and it is not strange that occasionally two or three in the same town should be of the same mind as to the selection of flowers. It would be better if trimmers got together to a sufficient degree to inform

each other as to the general scheme of decoration to be used. This could be done without disclosing the details and it would prevent undesirable duplication. Local associations should go far to mend matters in this respect.

§ §

Discounts to Dressmakers

MOST stores give a discount to dressmakers. Some of them do it grudgingly, with the feeling that this is a mild sort of hold-up, while others—the wiser ones—give the discount cheerfully and try to get as much of this kind of business as possible. A discount of ten per cent to those who may legitimately be classed as dressmakers is not too much and this concession ought to bring in enough additional business to more than make up for the reduction in price. Of course the dressmakers should be registered and each should be given a card of identification.

Frequently, the merchant will be asked to recommend a dressmaker and in such a case it is advisable to give the inquirer the names of several. This will give the customer a chance to make a selection and the merchant will be relieved of any responsibility if anything should happen to go wrong. Many stores have complete lists of dressmakers and those whose names appear thereon are circularized regularly.

§ §

THE difference in the salary of a poor salesman and a good one is generally comparatively little. Sometimes it is only a matter of four or five dollars a week, yet the difference in their value to the store sometimes runs into a large amount of money. These are things that should be considered by the merchant when a salesman asks for an increase in salary. A good salesman should be held onto if he can be kept at anything like a reasonable figure. He will not only sell more goods, but he will give prestige to the store. Another thing to be considered is that, in the event of his leaving, he will probably establish a connection with a competing store. On the other hand, a poor salesman is no good at any price. Every day he works, he will lose sales and in addition will probably drive away trade. The best investment that can be made by any merchant lies in the employment in the best selling force that can be found.

§ §

NEVER yet was there a store that did not have more or less frequent calls for goods not carried in stock. Customers who call for goods that cannot be supplied should receive the most careful attention of the salesman. In many cases it will be found that something else will do just as well. It is a good plan for the salesman to look around before answering and find the closest he has to the goods called for. If that will not do, the salesman will at least have shown his willingness to wait upon the customer. He will

have made a much better impression than if he had simply said—"No, we don't carry that in stock."

§ §

EVERY merchant who sells piece goods loses much through remnants. This loss might be avoided frequently if the salesman would make an effort to sell to the customer the additional yard or so at a reduced price. As a general rule the customer can find some way to use the additional yardage to good advantage and it is better for the store to knock off twenty or thirty per cent on the excess goods than to put it on the remnant counter and sell it for still less.

§ §

ONCE in a while we get a letter from some merchant in a small town who complains that the windows we publish are too "high toned" for the little fellow. We do not believe this to be the case. The principles of display are much the same regardless of the size of the store. Of course the small merchant can't afford to spend the money that is spent by the big fellows, but he can generally take the same idea; tone it down and adapt it to his window and his purse.

§ §

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1913 have been made as follows:

AL. HAGEN, St. Louis.
BERT CULTUS, Tacoma, Wash.
W. H. HINKS, Minneapolis, Minn.
J. O. BUCKWALTER, Pittsfield, Mass.
W. L. BLAYNEY, San Francisco.
E. M. McCARTNEY, Pittsburgh, Pa.
B. J. MILLWARD, St. Paul, Minn.
J. J. FARREN, Savannah, Ga.
TOM ALLAN, Douglas, Ariz.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

NOTES FROM NEW YORK

MACY'S IMPRESSIVE OPENING AN EPOCH MAKING EVENT
IN WINDOW DISPLAY—IMPROVEMENTS PROGRESS-
ING AT ALTMAN'S—CHANGES AT WANAMAK-
ER'S—GIMBLE BROTHERS OPENING

F. F. Purdy

THE window trimming fraternity of New York and the East was all agog during the first two weeks of last month over those new window displays of R. H. Macy & Co. Macy's new windows had been closed to the public for a week before making the showing we speak of. It would not seem that a week's closing were necessary, but the backgrounds had to be put in and new electrical connections made. The very closing of the windows for a week, and the announcement in the papers piqued people's curiosity. Among the out-of-town decorators who viewed the display were Mr. Koerber, of Strawbridge & Clothier, Philadelphia; Mr. Silk, of N. Snellenburg, Philadelphia; Mr. Albert, of Bonwit, Teller & Co., Philadelphia; Mr. Nathan, of Jordan, Marsh & Co., Boston, and Mr. Spear, of William Filene, Son & Co., Boston. Mr. Allert received many letters of hearty commendation and inquiry, including propositions to sell, buy the display, figures, backgrounds, etc., en bloc, for out-of-town. The figures, however, will be retained, and backgrounds will be sent elsewhere.

Results count, and the results were shown by the Broadway stretch of windows being kept most of the

time three deep outside with people looking them over. There was nothing particularly new in the backgrounds. One expert trimmer recalls some work of Fred Campbell, at Koch's, twenty years ago, that excelled the Macy backgrounds. But the main part of the show consisted of the figures, the garments of luxury and elegance that were shown thereon, and the appropriateness of the attitudes of the figures and the environment. The first two windows depicted scenes "During Intermission" at the theater or opera. The figures were of well-bred women and a man or two, with wraps, gowns and evening clothes exactly suited to the occasion, the backgrounds furnishing just the right setting. You have seen Du Maurier's pictures. Well, there is something of the refined, half-bored expression in the faces of those women—something studious, fully conscious of their preferred social position, and nothing of the ingratiating smile that seeks to win place. The figures were from a French manufacturer, and their attitudes, clothing and relation to each other were charmingly apropos. The crowd caught the idea and admired, and the longer they looked, the greater degree of perfection appeared in the display. The lobby of a theater or opera house was well shown in the first two windows described. Next came a scene, "At Monte Carlo," with a background with a painted scene of palms, flowers, etc., while the figures were displaying autumn walking suits and accessories. The fourth scene was also "At Monte Carlo," with more little people, while the fifth was another at the same place showing evening wear. "Her



Plates Nos. 7393-4. Displays by E. W. Softley for the Hennessey Co., Butte, Mont.

These pictures show several of a series of displays recently installed by Mr. Softley. Floral units and lattice work were used effectively and there was a profusion of flowers, foliage and palms. In the windows shown in the upper pic-

ture, the background was closely shirred silk with a series of painted panels at the top. The merchandise was exceptionally well handled throughout. These displays made a decided hit.





Plate No. 7395. Display of Dolls by Eugene Katz for Abraham & Straus, Brooklyn, N. Y.

This remarkable display was called by Mr. Katz "Bataille de Fleurs." In the background was a facade in portico effect and in front was a driveway on which were arranged automobiles and carriages. Flowers and dolls were every-

where. After having been used in the windows of Abraham & Straus, this display was put in the front of the Macy store in New York. It was afterwards sold to a western house. It was a remarkable setting and attracted much notice.

Boudoir" was illustrated in the big window at 34th street and the arcade, with lingerie, etc., and the same fine French wax figures, although here especially there was a tendency to use more figures than could be comfortably accommodated.

In his future displays Mr. Allert will use these wax figures, but in more of the ordinary way, we understand, by no means reverting to regular use of backgrounds as described. Even if desirable this would be impossible if the stocks of as many departments were to be shown as now. Besides, elaborate backgrounds do not make the "merchandise windows" that New York merchants want nowadays.

A representative of the French wax figure-house came to America especially to put in these windows, which were taken out September 13. The consummation of this effort is a result of Mr. Allert's observations when in Europe some three years ago. Speaking of the window trimmers' convention, by the way, he said: "I would like to see more Eastern men in the National Association of Window Trimmers, and to see the utmost growth of that organization, with a strong fraternity between the East and West, without sectional jealousy, but a union of sales producers through the windows, working toward securing the best results."

It is to be regretted that Eastern trimmers like many we might name could not have visited and taken part in the convention. Mr. Frankenthal, of Altman's, however, sent on some of his handsome new sketches, illustrating his latest drapes. A series of drapes, from those he first put out, through to his latest, would furnish an interesting history of the great progress that has been made in showing consumers the best and most effective uses of material—

a new department for the window trimmer in which he is rapidly becoming proficient, and in the upbuilding of which Mr. Frankenthal must be given the credit of being the pioneer. This new art has added not a little to the value of many a window trimmer who has been able to grasp the possibilities of this new art and use the fabrics of his store to the best advantage in artistic ways.

They are drilling through rock at the site of the Altman addition, by the way, and the site is nearly ready for the foundation. And throughout the Altman building there is continual improvement. A tour through reveals a new Louis XV. antique rug room 30x70 on the fifth floor, which is wholly devoted to floor coverings. Pillars and high arches divide it into three parts, though it may yet be used as one room to show a very large rug or carpet to a customer who may be carefully and privately considering the expenditure of many thousand dollars for an oriental rug. The third floor has been all done over in French gray. Work was commenced many months ago, and now there are large and small apartments with their natty little entrances, all in this hue. Even the carpet matches, although some 9,000 yards must have been involved. The green Wilton carpet was taken up and a Wilton of French gray substituted, which shows the lengths to which our leading merchants will go to secure exactly the right effects.

These separate large or small partitioned apartments are being used to a larger extent than ever. Wanamaker was a pioneer in introducing them, in both New York and Philadelphia, and The Burlington Arcade was put into the Wanamaker building here two or three years ago. It must be said, however, that it has been something of a frost. The situation has

recently been greatly improved by the installation of several apartments leading from the elevators clear across to the Arcades entrances, though which customers browse. Perhaps the English idea was overdone. The "Burlington Arcade" may not mean much to many Americans. But now most of the high, vast main floor is chopped up, with the aspect of shops rather than of a museum. The Stewart building of Wanamaker's has never been a problem. It has done a good business from the start, and the new building has latterly come into its own.

Gimbel Brothers began the celebration of their third anniversary on September 29. The decorations were chiefly of flowers ferns and smilax and a practical duplication of the decorations at the original opening of the store, with the usual amount of money appropriated for the purpose. The first three floors participated in the decorations, as well as all the elevator fronts from the first to the eighth floors. There was no special window treatment, except new velours were put in wherever this material is used, and that the finest merchandise was featured. A few days later "La Promenade de Toilettes" was brought on, in an entirely new setting, attracting the usual attention on the eighth floor, a large crowd being all agog, and lining every point of vantage to catch a glimpse of the smartly gowned models. As usual, Mr. Wendel was in charge of all the details of the affair. The fall openings at Gimbel's started Sept. 9, with the millinery, and the other departments came on in rapid succession. The people at Gimbel's think that this policy of bringing out the various department openings at different times is more successful than to endeavor to have an entire big opening en bloc. They state that their policy excites more competition between the different departments, and makes it possible to give more attention to each in the windows and interior decoration, as well as advertising.

The Greenhut-Siegel-Cooper Co. have one of the best ads, in the city at the shopping storm center,

Broadway, Sixth avenue and 34th street. It surmounts the little corner of the Macy block that a speculator secured either to keep it away from Macy's or which he held at a price practically prohibitive. Thus, right up against the side of the Macy store, or in front of it at least, is the information that "Everybody is going to the big store," with a painting representing the people en route, and the name of the Greenhut-Siegel-Cooper Co. in large letters that can be seen for blocks off. It is interesting to note the contest that the stores down in the old shopping district are making to retain and increase their business. Since the Stern removal the old district is manifestly segregated to a medium and lower priced trade, to a very large extent. It could hardly be otherwise. The down-town McCreery store announces, in a millinery window, for instance, that trimming is done free where frames and trimmings are purchased there. The Greenhut-Siegel-Cooper Co. are offering obvious values, and are running lunches at 25 and 35 cents. The O'Neill-Adams Co. is conducting its business on a close merchandise basis, and The Simpson-Crawford Co., which has for years been working for a maintenance of a rather higher class trade, must let down the bars still further. There should be a distinct future and mission for all the stores in that district in furnishing staple values, now that the line is distinctly drawn at 23d street, or 34th, as you please. To start with, the down-town stores do not have the heavy fixed charges to meet of those in the new up-town shopping district.

The new Stern store has the refined tone that one naturally anticipated, and the Stern policy of course precluded any brass band tactics for the opening, which meets the expressed regret heard in some quarters that there was so little in the character of the opening to suggest that a great new store was being thrown open to the public. The window stretch on 42d street was most dignified and handsome. On the second week it was equally divided between the home



Plate No. 7396. Display of Linens by Eugene Katz for Abraham & Straus, Brooklyn, N. Y.

Here is an unusually attractive display of fine linens which of the most expert window dressers in America. Silver, china and cut glass were shown with the linens.

furnishing and dress goods departments. The four windows of the Western half contained, each in the center, rear, a very high, three fold screen fixture, covered with the harmonizing materials for the walls, furnishings and windows. A large heavy overstuffed chair in front, was covered, seat and back, with a figured material, while the wide arms held a solid color material. At sides were bric-a-brac, statues, lamps, etc. The four dress goods windows were dressed with equal stateliness, with large drapes mainly of the fashionable figured velvet material, together with accessories. In all the windows the rear display was sufficiently high to reach to the top of the mahogany background or further. The new Stern windows partake of more character than the old, as the windows afford greater scope. L. McArdle, late of Mahler Co., is now an assistant of Mr. Zegers at Stern's.

The O'Neill-Adams Co. began their 46th Anniversary Celebration the latter part of August. Coincident with their fall opening. The color scheme was blue and gold, and Al. Manee, the decorator, had the windows and the interior handsomely decorated in these colors.

Its use and disuse makes and breaks any custom. The closing of the Macy windows for several days preparatory to the recent fine showing was doubtless a clever and adroit, though somewhat necessary move. It had not been done thereabouts in anybody's recollection, and thus made a deeper impression. The smaller signs, however, announcing that business was going on as usual, soon gave way to larger ones, as it

was evidently thought that careless passers-by may have misunderstood conditions. But in this connection, strange as it may seem, we are reminded that there is a store out on Fifth avenue, Brooklyn, that has been doing this very thing off and on, putting up muslin cloth in the inside to shut off the view, and telling what is soon to happen. The various stunts, and their effect, are said to be very amusing, and often most effective.

William J. Buswell, the Forsythe decorator, spent his vacation in the Catskills, and shortly after his return the Forsythe house went into the hands of a receiver. Hence he is now out in Scranton, Pa., trimming the windows for Bernard Heinz. We understand he had some fine windows in for the fall opening—one with background of old gold velour, surmounted by deep frieze of ivory white, with real ferns and large basket chrysanthemums and autumn tinted leaves; there were several fine figures and a large hat box containing a Parisian model, and five other models, all being blended into a picture. A second window was of a royal purple color scheme throughout. Mr. Forsythe is endeavoring to reorganize, when Mr. Buswell expects to return.

Mr. Roth, formerly assistant to Charles Brandt at The Fourteenth Street Store, is now decorator for Wise & Co., department store in the building formerly occupied by Rothenberg & Co. The front has been improved and presents a much better appearance than formerly.



Plate No. 7397. Christmas Display by T. G. Duey for Macpherson & Edward, Springfield, Ill.

The background for this display was made of composition board and painted. On the columns, near the tops, were conventional relief ornaments in gold. At each side was a circular opening surrounded by silver oak leaves. The diamond

shaped scenic panel in the middle had a plain frame that was decorated with metallic foliage above and tinsel below. A few red poinsettias were also used. This made an excellent showing.

CHICAGO TOY DISPLAYS

HOW SOME OF THE BIG STORES SHOW PLAYTHINGS AND
GET AFTER THE HOLIDAY BUSINESS—ELABORATE
PERFORMANCES AND WILD ANIMAL SHOWS
USED TO DRAW CROWDS

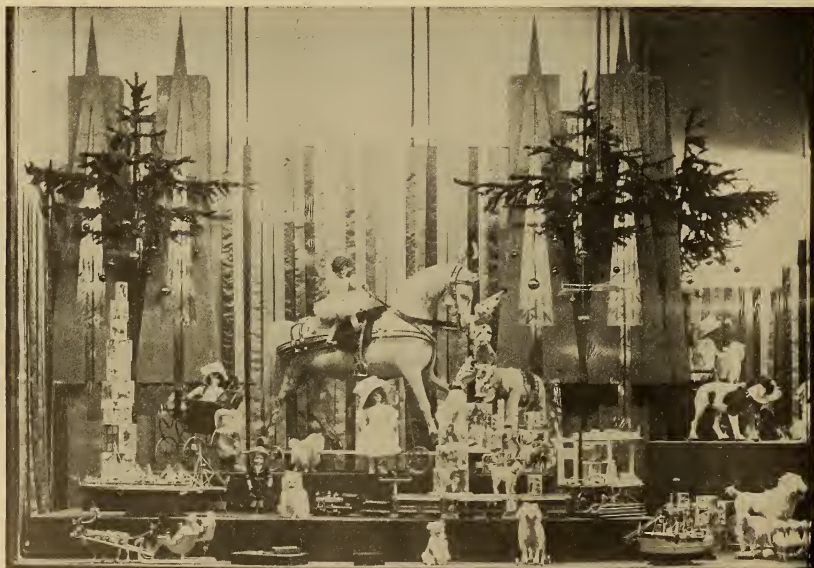
THERE is sharp rivalry among several of the popular price stores along State street, and this leads to lively competition in the matter of Christmas attractions each year. Some really remarkable spectacles have been exhibited in years gone by in these stores and it is likely that there will be larger and better shows each year until the limit of expense has been reached when there will be a reaction. Whether or not these elaborate shows pay is a matter for debate. They certainly involve a great amount of work and considerable expense. But if one store puts on a "show" others will feel in duty bound to have a counter attraction, and so it goes. Siegel, Cooper & Co. claim to be the pioneers in the matter of exhibiting wild animals in a department store. This house has always gone in for the spectacular in their holiday displays. In years gone by they have had mechanical window tableaux, practically filling their solid block of State street frontage. During the last few years, however, the windows have been filled with merchandise and the show has been held inside the store—generally on the fourth floor.

There is some reason for this store spreading itself for the holiday trade. Its location makes something of that sort necessary. It is the last big store to the

south on the street, and if there is not some strong attraction to draw them, there are many people who will not walk so far out of their way. And since Siegel, Cooper & Co. have big entertainments for the children, some of the other stores feel that they must do the same thing. Last Christmas Siegel, Cooper & Co. had on exhibition a menagerie that would have done credit to a good circus or zoological garden. They had bears, lions, tiger, panthers, mountain lions, hyenas, wolves, foxes, leopards, ocelots, porcupines, baboons, monkeys, birds and beasts from all parts of the earth. They also had many trained animals, including a troupe of ponies, a trick mule, performing bears and many others. One section was set off with wire netting and inside was built a tropical woodland scene with hills and dales covered with foliage of tropical luxuriance. This space was filled with hundreds of birds of every description from small Java sparrows and canaries to immense water birds.

The whole show occupied a space of more than 18,000 square feet. Here amid real trees and shrubbery and artificial rocks the cages of the animals were half hidden by their settings. One of the greatest attractions for the children was a one-ring circus with a real saw-dust ring and professional performers. In this ring, clowns, acrobats, performing dogs, ponies and other animals kept up a continuous show. An excellent orchestra furnished music. This show drew thousands of children during the weeks preceding Christmas.

The Fair, a block further up the street, also had a



MARSHALL FIELD & CO.



THE BOSTON STORE.

menagerie but it was of a different sort. It was the typical traveling show menagerie, each beast being confined in the regulation circus cage. This was a splendid collection of animals ranging in size from the smallest monkey up to a big sacred bull. There were lions, tigers, bears and all the other animals that a big circus carries. The cages were ranged along on wall of the store and extended almost a city block which will give some idea as to the size of the exhibit.

The Boston Store does not go in for menageries

but is strong on other kinds of shows. Last Christmas they had the "Marvelous Midget Village," which occupied the entire tenth floor of their big building. The Midget Village was worth going to see. It was laid out in gay little streets with funny little houses. It had twisted old trees, a queer little town pump and all of the other characteristic improvements of well regulated villages. The inhabitants were scores of queer little midgets, all of them very grave and pompous. Special attractions were "La Rosa," the world's



THE FAIR.



SIEGEL COOPER CO.

smallest artist, a midget elocutionist, a pianist, actors and actresses—and a midget Santa Claus. There was also exhibited what was said to be the smallest horse in America. The midget village was a continuous performance that proved a source of delight to the many thousands of children who visited it.

The accompanying pictures show how some of the big stores in Chicago display their toys. It will be noted that some of these windows are quite elaborate while in others there has been no attempt at decoration. Some of the merchants contend that the toys themselves are what the people are interested in, and any other decoration is thrown away in a toy display. Oth-

ers hold to the belief that a proper setting is just as essential to the display of toys as anything else. In the Marshall Field & Company window, for example, the background has been handled as carefully as if this display were of the costliest merchandise. At either side of the back were built up two decorative pieces in the form of conventional Christmas trees. These were covered in rough tone effect with metallic colorings. The middle of each of these "trees" was cut away and a transparency inserted. The latter was colored to suggest the Christmas tree. In front of these were two real Christmas trees from which brightly colored glass balls were suspended.



WIEBOLDT'S.



ROTHSCHILD & CO.

On the other hand, the window of the Rothschild store has no discernible scheme of arrangement or decoration. In this case it appears that the chief object has been to show as many toys as possible. The Wieboldt window was one of several toy displays that were put in during early December. In this one shelves were used along the back and ends which made it possible to show an immense variety of small playthings. The fir trees on the outside of the window were part of a scheme of decoration that was used along the entire front of the store. The picture

does not do justice to the window of Siegel Cooper & Co., owing to the fact that the photograph had to be made by daylight and the reflections from the elevated railroad structure obscures the upper part of the display. Practically all of the decorations are lost in obscurity. Red poinsettias and white foliage were used profusely in this display and in the middle of each side hung an immense papier mache bell bearing a face of Santa Claus. The design and arrangement of the Boston Store window need no explaining. The same is true of the Fair display.



Plate No. 7398. Fall Display of Babies' Wear by Wm. M. Sheppard for the Pelletier Co., Sioux City, Ia.

The colors of this display were blue, white and pink. The principal decoration consisted of an abundance of white grapes and frosted white foliage. These were arranged in a free and easy way that made the effect highly pleasing. A

considerable amount of merchandise was shown in this window but it was all of the same general character and the display did not appear crowded. Large sales resulted from this display.

IMITATION ART GLASS

A PRACTICAL AND SATISFACTORY WAY OF MAKING
COLORED DESIGNS THAT HAVE THE SAME GENERAL
EFFECT AS LEADED GLASS—COMPLETE DIRECTIONS
FOR DOING THIS WORK

E. H. C. Ackemann

With Ackemann Bros., Elgin, Ill.

IT sounds quite familiar to most decorators, and there will be hardly any who have not made use of some kind of art glass imitation. Many will have run across other articles written on the same subject, tried out different things and spoiled different materials with more or less success just like the writer. To understand clearly the importance and the possibilities of leaded glass as a decorating medium, it will be well to look into its history.

The first actual proof of an art glass technic we find in the 12th century, but we hear that even the 4th century had windows composed out of glass pieces held in place by grooved lead frames. Evidently the first colored glass windows were designed to take the place of curtains and draperies used heretofore to cover window openings, which also accounts for the carpet patterns generally found in the first specimens of this art. Glass pieces of bright complementary colors were grouped so as to form the design which we also find in the old draperies of the same period. Eventually, hot metal was used as the only color to shade the pieces which were first fired, and as the middle age was unable to produce large pieces, they were then connected by the use of the flexible lead rod which increased the severity of the lines still more. In the beginning of the 4th century, the use of Grisaille, a browning pigment was added to the black, and a little later silver yellows, which we find used extensively in the Gothic windows of the epoch noticeable through the brighter yellows and gold and browns. Still later, we find the use of glass covered with a second colored layer which when cut or ground out partially, greatly increased the technical possibilities, enlivening the color scale materially. The 15th century brought the first scenic compositions of a more delightful character, which however, soon grew into an art that tried to express the dullest naturalisms in glass paintings until it finally degenerated to a mere trade. The last decade again regenerated the art, keeping the old Gothic leaded pot metal compositions with its harmonious and light color effects, strictly separated from the art of coloring glass by means of pigments and in that way getting the beautiful decorative medium of true art. But as art glass is very expensive, it is almost prohibitive for most decorators, for which reason I will try to explain a substitute which will give satisfaction in almost all cases of glass window decorations.

In experimenting with different materials, I have found that there is no substitute for glass that would have an adequate translucency. In window No. 1, a

wooden frame was made out of soft lumber and four pieces of window glass were cut out to fit the openings. Then the design was drawn on a piece of wrapping paper bearing in mind that all superfluous details were to be left out, that all lines ought to have a certain thickness and that the outline of the main object ought to be quite heavy. I found that a No. 1 Paysant pen makes a line corresponding about with average glass leading. The pieces of glass are then laid on top of the drawing, leaving sufficient room for the frame. Prepare a thin paste out of whiting and mucilage, color grey with a few drops of letterine, and follow the outline of your drawing on the glass by means of a relief pencil. It is important that the whiting should be without hard lumps so that the paste can be pressed out of the little rubber bulb uniformly. I think modeling alabastine might be a satisfactory substitute, but I have not used it myself. The idea is to use a material that will not break or crack after drying. As the lines of your drawing show clearly through the glass, there will be no trouble in following the outline accurately. After following the relief design to harden thoroughly, an even coat of a varnish "Window Frost" is applied. This varnish has the faculty of contracting considerably in drying if applied in one thick coat, giving after about twelve hours, a surface evidently covered with a mass of small wrinkles which frost the glass perfectly and add to its preserved translucency an iridescent quality seldom found even in the real art glass. This "Window Frost" is manufactured in white, red, violet, green, yellow and orange, which colors can be filled in the different spaces giving an effect of the mosaic. If more colors are wanted, the original colorings can be changed to any other combination by covering them with alcohol solutions of aniline stains either by brush or air brush. Heavier lines can be drawn on with Waterproof India Ink or black oil paint. But as said before, it is not advisable to use too much detail. The beauty here as in the early mosaic glass, lies in the harmonious combination of complementary colors. As the window trimmer and decorator does not want his background to detract too much from the merchandise, it is advisable to use soft colors harmonizing with the colors used in the display.

Unlike the real art glass, there is no limit to the expression of ideas in this imitation. The daintiest and the strongest colors can be used and turned to every hue. The finest fields can be drawn on the glass with the relief pencil. If stronger effects are wanted, pieces of ornamental Japanese pearl split into paper thickness can be cut with scissors and glued on to the glass before applying the relief lines. Not only windows can be made, but lanterns, lamps, panels of any kind, round globes, firm shields, and signs, etc. If it seems inadvisable to place lamps back of the glass, a every similar effect can be had by placing a panel in front of a mirror or silver plating the back directly. In this way, the light outside will be re-



REPRODUCED FROM AN IMITATION ART GLASS DESIGN BY E. H. C. ACKEMANN.

flected by the mirror through the glass during day time and the artificial light of the reflectors at night. An effect less pronounced, is gained by tin foil fastened to the back. When using electric lamps in back of a window, they should be placed below the sight line so that only reflected light falls through the glass,

softening the color effect considerably. For the trimmer, not very experienced in drawing, who might find it difficult to design a glass panel, I suggest to take almost any magazine cover or picture of simple outlines, find the main contours and over draw them with a heavy pencil omitting all smaller details. A few add-

ed lines toward the frame will suggest sufficiently the mosaic effect. A few trials will give a better idea than a page of directions. It is very important that the glass should be clean and polished before applying the Window Frost, that the latter is not too thin nor too thick and that it be allowed to dry lying flat if possible in a well-ventilated room. In case Window Frost is not to be had in your city, a good thick white shellac can be used, but of course it does not give the transparency, the brilliancy and iridescence of Window Frost. If water colors should be used to stain and color the frosting, several coats of lacquer should be quickly applied over the glass so as to render the coloring more lasting. Sometimes it happens that the varnish thickens a little, in which case it is not necessary to thin it, but just apply it as usual and if it contracts too much in drying, simply cover the open spaces again with the window frost. The varnish colors, of course, can be mixed with white and with each other, giving a good range of colors to work with. A plate covered partly with white, for instance, can be worked into beautiful striped effects by adding other colors to the plate and allowing them to flow into each other, creating the striped effect of different layers of art glass melted together.



Plate No. 7399. Exterior Decorations by Benj. F. Rosenberg for Musler & Liebeskind D. G. Co., Waterbury, Conn.

Here is a practical scheme of decoration for a front of moderate width. The big sign extended entirely across the building and was surrounded by about sixty electric lights. Above the sign was a mass of evergreen foliage.

IF YOU are reading some one else's copy of the MERCHANTS RECORD AND SHOW WINDOW every month it will pay you to send in your own subscription and get this journal regularly. You will find in every issue many ideas that are worth the price of a year's subscription.



Plate No. 7400. A Simple Shoe Display by Chas. A. Benz for Rosenbaum & Bro., Mt. Vernon, Ind.

A stand was made in the middle of the window from four stalks of corn with the ears attached. Cross pieces, also of stalks of corn, were attached by means of fine wires, and these were used to rest the shoes upon. Autumn foliage was pinned to the top of the window and hung down almost touching the top of the stand. Two large pumpkins were placed in the front and were covered with diamond-dust to carry out the suggestion on the show card—"When the frost is on the pumpkin." This display sold many shoes.

THERE is probably no window dresser who knows everything there is to be known about his business, but if one were to take the combined experience of three or four hundred of the leading decorators, it would represent pretty nearly all the information there is to be had in this line. That is what is contained in the "Art of Decorating." It is the experience of a great number of the leading decorators and it will prove a mine of information to anyone. The price is \$3.50 prepaid.



Plate No. 7401. Display of Hosiery by Daniel M. Hansen for A. Schradzki Co., Peoria, Ill.

The decorative treatment of this window was very simple, consisting of a wreath and festoons of foliage. As this window was intended to advertise a special brand of hosiery, a considerable amount of advertising matter was used.

Show Card Instruction

EVERY show card writer will be interested to learn that G. Wallace Hess of Chicago has issued a series of show card alphabets with accompanying instruction. There are sixteen of the alphabets and they are admirably designed for practical card work. They are lithographed in full size on quarter sheets and most of the letters are not only shown complete but in various stages of completion with the several strokes indicated. Mr. Hess is generally conceded to be the leading exponent of department store card writing and his work has been prominently before the public for many years. This, however, is the first time he has issued any treatise of so complete a character and the thousands of card writers who have admired his work will not doubt take advantage of this opportunity to secure better insight as to his methods. In addition to the plates, there is included in this a collection of more than one hundred initial letters and ornaments that have only to be cut apart and pasted upon the cards. The price of the complete set is one dollar.

§ §

ADRIAN J. WAGNER, who for the past ten years has been employed as assistant window trimmer for Chas. Trankla & Co. of Grand Rapids, Mich., under L. A. Manne, has taken a position in charge of the windows of the I. M. Smith Co. in the same city.

§ §

ANY window dresser who has not a copy of "The Art of Decorating" in his library, is not fully equipped to take care of his work to the best advantage. This wonderful book contains the combined experience of practically all of the leading window dressers of the world. This information is indispensable to the beginner, and it will be found very useful by the experienced man. The book costs \$3.50 prepaid and it will be worth many times that amount to any window dresser. Send for it now if you haven't it already.

§ §

ONE of the most effective forms of "Special Sale" is that in which some well known trade marked merchandise is offered at less than its regular price. A good many manufacturers restrict the price of their products which makes a special sale impossible. But there are other manufacturers who under certain circumstances will be glad to co-operate with the retailer and make a special price for the goods to be distributed during the sale.

§ §

WHETHER or not premiums are a satisfactory means of stimulating business has often been debated. One thing is certain, the big, high class stores do not give premiums—and the methods of these big stores can generally be followed with perfect safety by the little fellow.



SMALL REPRODUCTION OF THE COLORED POSTER USED TO ADVERTISE THE TWIN CITIES FASHION WEEK.

EVERY once in a while some store will send to us a four, six or eight page advertisement and ask us what we think of it. We think it a waste of money. We can conceive of no occasion when a store could profitably use more than two pages, and as a general rule, one page will bring just as good results. It is extremely doubtful if any one except the proof reader will take the time to wade through four or five pages of store talk, no matter how interesting it may be.

§ §

ABOUT this time comes a flood of inquiries for some remedy that will prevent the frosting of show windows. There is only one way to keep windows from freezing up in cold weather and that is to have them properly built with a view to drainage and ventilation. Any of the patented systems of window construction will do as much as is possible to be done in the way of eliminating frost.

§ §

FOR a special attraction during their fall openings, a number of stores in various cities employed moving pictures in place of living models. The pictures showed scenes in and around Paris where the fashions are presumed to be born. In the ordinary store, film pictures are impracticable on account of the many regulations that have to be complied with to satisfy the fire department and underwriters.



Plate No. 7403. Opening Display by James W. Mann for B. B. Fowler, Glens Falls, N. Y.

The large square columns were finished in stucco effect and capped with brackets that supported the electric shades. In the middle was a large electric light shade made by stretching fine mesh wire screen over a frame and shellacing over until all of the openings were filled. While still wet, autumn colored ferns were laid on and

the ends stuck down. As the ferns were semi-transparent, this made a beautiful effect when the lamps were lighted. The small shades were made in a similar manner. The frames were gilded and gold and green bead fringe was used. The flowers and ferns all were natural. The wall vases on the posts were refilled daily.

IT ISN'T too soon to begin to remind people to "do their shopping early." A few good show cards distributed about the store ought to help. The newspapers will always be found ready to help out on an early shopping campaign. All they require is a reminder.

GIVE the boss credit for knowing how he wants his windows trimmed. Possibly he don't know as much about decoration as you do but the chances are that he has given the matter a good deal of thought and knows the kind of displays that bring in the most business.



Plate No. 7404. Display of Corsets by Douglas A. Williams for John Court, Auckland, N. Z.

This display was intended to represent a high grade show room and the four figures were introduced in street attire to give the impression that they are viewing the

new corsets that are shown on the models standing on the pedestals. The trade marks on these corsets were played up prominently.



KOESTER SCHOOL

Advertising Classes

200% Increase in Attendance in Advertising Classes This Year.

Every WINDOW TRIMMER should study advertising—it's the next step that adds to the pay envelope.

Every MERCHANT should know all about how to advertise—a two weeks' course will help.

THE Advertising Course is planned so that it can be taken separately or in combination with window trimming or card writing, or both. Merchants, salesmen, and our old students will be especially benefited, because of the opportunity to take this course alone, or in connection with window trimming and card writing.

This course will treat thoroughly the fundamental principles of advertising, and will take up in detail all separate phases of advertising done by a retail store, such as newspapers, hand-bills, circulars, catalogues, booklets, folders, outdoor advertising, signs, premiums, souvenirs, window trimming, merchandise leaders, etc.

A Year's Program

A complete program for the year's advertising for the store will be laid out. Every student will have actual work and personal help on every sale on the program. When he leaves the school he will have had experience equivalent to a year's actual advertising work in a store.

Personal Instruction

All instruction will be given personally by retail advertising experts, men who have had many years' actual advertising experience in retail stores.

Actual Merchandise

The school is fully equipped with a complete line of merchandise—dress goods, silks and wash goods, laces, ribbons, men's clothing, furnishing goods, etc. The student comes in contact with this merchandise the same as in a store, and is taught how to analyze it, pick out its best selling points, and present them as arguments in business-compelling ads. The student thus has actual advertising experience added to theory.

Studies

The series of lessons will include complete information on styles of type, cuts, paper stock, advertising space, advertising display, art work, composition, layout, preparing advertising position on page of advertising, planning, advertising mediums to use, special features, mail-order advertising, correcting proof, co-operation with the sales force, street-car advertising, follow-up, correspondence, duplicate letters, displaying items and prices.

Over 4000 Koester men are making good in nearly every civilized country on the globe. Join the ranks of Koester men

THE KOESTER SCHOOL, 304-6-8 W. Jackson Blvd., Chicago

Window Trimming

Advertising

Card Writing

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS
WITH A FEW CHANGES THEY MAY BE MADE TO
APPLY TO ANY BUSINESS. WORK THEM
OVER TO SUIT YOURSELF

Fine New Raincoats for Women that will withstand the rain and the chill glance of the style critic. New, too; which means that the rubber cement between the double texture of cloth is fresh and has a long, virile life before it. Seams are well protected, collars are convertible; there is a belt in the back. In navy, tan and black, \$17.50.

Ribbons Are Cast for a Leading Fashion Role. The great popularity of ribbon girdles and sashes, to say nothing of the always popular bows and trimmings, has resulted in an almost unprecedented use of Ribbons. It has also inspired designers and manufacturers to their happiest achievements, for not in many years has such brilliancy marked our OPENING DISPLAY of Ribbons. Wonderfully blended colors featured. This riot in color assumes many forms—in the Velvet Brocades, with their soft background from which emerge moss-like velvet floral designs; in the two-toned Plush and Satin Ribbons, with their two sides in contrasting colors in the Roman-stripe Ribbons, Plaids, liquid Moires and a score of the more staple Ribbons, such as Satin, Faille, Taffeta, Dresden and Grosgrain. Most captivating of all, these Egyptian colors blend harmoniously and permit their use with either one of a half-dozen plain-color dress weaves or silks. See the display today.

New Chiffon Velvets from Germany. Entrancing they are—these soft lustrous velvets in their rich greens, browns, blues, rose, terra cotta, black, wistarias—we doubt if it would be possible to find a fuller assortment. There's no better choice for the new gown, suit or wrap—41 inches wide; \$6 a yard.

Silk Stockings. Some odd lots to go at 90c and \$1 a pair. The \$1 stockings are in plain black, firm of weave, heavy enough in weight and of lustrous finish. In fact they are the regulation \$1.25 to \$2 pair stockings. The 90c stockings are in colored silks, and of the \$1.50 grade. The ever-popular tan, sky pink and navy are included, and it is an opportunity not to be missed.

Fresh Autumn Blouses. Pleated white chiffon, edged by a narrow ruffle, with an underbodice of plain chiffon, is the most recent arrival. With all its delicacy it has a practical high collar—and many women will be glad of that! Priced \$6.50. New blouses open at the throat are of white chiffon and net, with a quantity of imitation Princess lace, at \$5. But there are so many different styles for Autumn that a few minutes sightseeing in the Blouse Shop is well worth while.

The Blouse Shop Smiles With Pretty Waists at \$5 and \$5.50. Adaptations of Paris blouses, finer silks than ever before, prettier laces, better lines, more careful workmanship—what a lot of surprises the Blouse Shop has up its sleeve this year. Anybody who comes here to get a pretty blouse at \$5 or \$5.50 will not be disappointed.

"Peerless" Silk Jersey Top Petticoats, Exclusive with Saks. A perfect fitting petticoat, extremely simple of adjustment. Opens at either side, with clasp at belt to regulate waist size. Affords an absolutely smooth appearance and obviates the slightest suggestion of fullness. Black, white and new Fall colors. Waists 22 to 32.

Baby Dresses. Brand new are cunning little nainsook garments with all manner of pretty trimming touches, such as yokes, laces, ribbons, handwork, tucks. Just the right amount of trimming, too—we join with the mothers of good taste in decrying the over-dressed baby. Prices, 50c to \$7.50. Entirely hand made, \$2 to \$65.

Women's New Everyday Suits at \$30. "Everyday" because they are very simple and very practical and the materials are the sturdier sorts. But as far as cut and style are concerned, they are fine enough for women of taste and fashion. Also they are suits that will be wearable all Win-

ter. Heavy chevrons in taupe, a very bright brown, navy and black, made with three-button cutaway coats, and skirts gathered full under a little back belt. Fine navy and black serges with cutaway coats—their only trimming being self buttons—and slightly draped skirts.

These Tailored Suits for Misses at \$25 would be nearer \$40 if we took our cue from prevailing prices elsewhere. Approximately one hundred new tailored suits, reproducing five of the most recent foreign models, designed for a charming generation in its teens. The fabrics employed include broadcloth, velour de laine, wool poplin, brocades and rough diagonal textures in the new Fall shades, such as mahogany, Russian green, mole, nigger-head brown and Hague blue. Draped peg top skirts and ingeniously cut coats, with inset sleeves, and collar and vest and cuffs in self or contrasting shades. A collection at once representative and exclusive, exhibiting the newest innovations for Fall as interpreted by the best exponents of youthful styles. Ages 14 to 18 years.

Lace and Net Waists. Now that the autumn suit is pre-eminent, dainty, dressy Cream Lace and Net Waists have come into their own, and these exclusive models chief among them. These with hand-embroidery, daintier and more generously applied than usual, with fine laces in choice quantities; platings of net in every place that a net plating can be fashionably placed; and with just that Frenchy bit of color, in delicate chiffon roses or fancy buttons. All with the new drop shoulder or kimono sleeves, in full- or three-quarter length, chiefly in the new low-cut effects. Prices range from \$3.50 to \$18.00.

Women's Autumn Dresses, \$15 to \$27.50. Made of the two materials in greatest favor—soft charmeuse, crepe de chine and Canton crepe, in taupe, navy and black. The models are as varied as the trimmings, and nearly every one has the softly draped blouse waist, with a chic vest of net, lace or silk. Frill ruchings or soft laces are other becoming finishing touches, while embroideries, in Oriental colorings, are most effective. The skirts are fascinatingly draped, and caught here and there with buttons or some novelty.

Women's Autumn Suits, \$16.75. At this price we have at least a dozen different models in the popular cutaway style, each with a distinction all its own. The trimmings, too, are new—a touch of satin, as a piping or a velvet inlay on the collar; others are strictly tailored, with buttons smartly arranged. The materials are rough and smooth weaves—serges, chevrons, diagonals and others, in navy, brown, gray and other colors, also black—\$16.75.

New Serge and Novelty Cloth Skirts, \$5.00. Fashionable new models, of good hard-twisted serge, in black and blue; some with girdle-top, slightly draped at the bottom and trimmed with buttons; others with narrow belt of self material, panel back and front. Also excellent girdle-top models, of novelty striped and checked cloths, button-trimmed—\$5.00.

The Gymnasium Suit of All-Wool Serge will stand the test of hardest usage. It is poor economy to use a wool-and-cotton mixture, however well it may look at first. We make suits to measure, of all-wool serge in sturdy quality—blue or black—\$5.50. With extra full bloomers, they are \$6.

All-Around Coats for Women. As a rule the first step a woman makes toward her Autumn wardrobe is the buying of her long coat. It is the great indispensable; with it she can wear her one-piece dresses if it turns suddenly cold, and take her time about choosing a suit.

Women's Autumn Shoes will be as nearly invisible as possible. Every line has been designed to make the foot look slender. Vamps are as long as one pleases. Pointed tips are coming into fashion. Colored cloth tops are chosen to match or contrast one's gowns. In shoes at \$4, \$5 and upward we are showing practically all the conservative Autumn models and some novelties.

Dainty New Blouses at a Dollar. Four models just in—two in plain and two in striped voile. They are very attractive with their dainty laces, net and embroidery, applied in modish designs. One is high necked, the other three low.

Frilled Nightgowns—New and Charming. They are high-necked and long-sleeved—becomingly V in front—with neck and front trimmed with double-plaited ruffles, scalloped in



A new, original and effective
paper for artistic window
decoration

Use it for your

Fall Opening Windows

¶ The most appropriate covering
for window backgrounds and
floors, panels, columns, dividers,
pedestals, draping stands, scenic
frames.

¶ In stock in convenient size in
many different colors and pat-
terns. Write for samples.

¶ Recommended and endorsed
by Mr. M. P. Staulcup in his
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scriptive backgrounds for the
show window, etc.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.



DO Something BE Somebody

Don't be content to grind out your life for a few dollars a week and miss all those comforts and pleasures that make life really worth living. *DO something* worth while—*train* yourself to earn a salary that will enable you to "BE Somebody" in your community.

Every normal man possesses the elements of success in *some* line of work. Some men are born with a natural inclination for mechanics. Other men are natural builders. Still others achieve their greatest success in the world of business and commerce.

Success depends largely on getting into the *right* occupation. *YOU* have natural ability for *some* line of work. Find out what your natural ability is—and then DEVELOP IT.

For 22 years the International Correspondence Schools have been helping men to find and develop their natural ability. Every month over 400 I.C.S. students report promotions or salary increases as a direct result of this I.C.S. training.

What the I.C.S. have done for these men *they can do for YOU* right in your *own home* during your *spare time*. No matter where you live or how little education you have—if you can read and write—the I.C.S. can help you.

Just mark and mail the attached coupon—it won't obligate you in the least—and the I.C.S. will show you how they can train *YOU* for a good job and a big salary in the occupation for which you are best suited.

Mark the Coupon NOW

International Correspondence Schools

Box 829, Scranton, Pa.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position, trade, or profession, before which I have marked X.

<input type="checkbox"/> Advertising	<input type="checkbox"/> General Illustrating
<input type="checkbox"/> Window Trimming	<input type="checkbox"/> Commercial Illustrating
<input type="checkbox"/> Show-Card Writing	<input type="checkbox"/> Sign Painting
<input type="checkbox"/> Salesmanship	<input type="checkbox"/> Ornamental Designing
<input type="checkbox"/> Commercial Law	<input type="checkbox"/> Textile Manufacturing
<input type="checkbox"/> Bookkeeping	<input type="checkbox"/> Teaching
<input type="checkbox"/> Stenography	<input type="checkbox"/> Civil Service Exams.
<input type="checkbox"/> Banking	<input type="checkbox"/> Chemistry
<input type="checkbox"/> Commercial English	<input type="checkbox"/> Automobile Running
<input type="checkbox"/> English Branches	<input type="checkbox"/> Agriculture

Name _____

Street and No. _____

City _____

State _____

pretty colors. The same frills finish the sleeves. Of daintiest nainsook; exquisite in finish. Price, \$3.75.

Women's Skirts, \$5.00. The attractiveness of their styles is apparent at a glance, whether made of hard-twisted serge or of Scotch plaid. Some are plain-gored, others have a slight fullness at the back, held in with an extra belt, or are draped. Slashed models are among these Skirts at \$5.00.

Good Dollar Umbrellas at 50c. Men's and Women's Umbrellas of extra good dollar quality. They are made on stout eight-rib frames, covered with extra quality tape-edge American taffeta and with plain but substantial handles, mission and natural. At this price one will not worry if they are left in a car, loaned and not returned, or mislaid in any way. None C. O. D. No mail or telephone orders.

Smart Skirts. Any woman who has a notion that a smartly draped skirt must be expensive should ask to see some fine black and navy serges lately arrived, priced \$8. A second style is in the same colors but of fancy eponge, with ball button trimmings, \$6.75. Riding skirts of the khaki so much liked for Autumn, \$3.75 and \$5.

First of the New German Dinner Sets at Special Prices.—Never before has any store been able to buy at a special price the new and very fine Rosenthal dinner sets which we place on sale today at \$25 a set, the regular price at retail has always been \$35, and we have never before known any store to be able to break it. Today twenty-one of these fine sets go on sale. Each set complete for twelve persons. To be able to offer these sets at \$25 each is an absolutely new departure in china selling.

\$6 Shoes for Men at \$3.85. Introductory offering of 1,500 pairs just new from the maker's hands. Newest models, of course. But two are worthy of especial mention. One is a conservative model that contrives to be smart in spite of itself. The other is a new English design, and some design! It is low of heel and broad of heel and wide of shank. It is distinctiveness in its element. Many other models, too. Leathers are tan and black Russia calf, and patent leather, in lace and button styles. The opportunity of a shoe-time!

Just as Carefully as Mother Buys the Suit for Her Boy—so we bought from the men who make boys' suits. There are as many of these men, almost, as there are suits in the Boys' Store. Every one of them, as mothers do when they buy, puts a lot of thought, beside material, into the boys' suits he makes. And when we have set aside the ones we do not care to offer our customers—but which some shops will take for their customers—we put some of our own thought into the ones we choose. Result—we have several exclusive Norfolk models for boys of 7 to 18 years; detachable belts, box-pleats, patch pockets—with and without button—though pocket flap; with hand-worked edges on lapel and collar, and a general superior finish. In blue, gray, check, and a fine rough Scotch mixture, \$7 to \$15.

\$5.00 Shoes for Men. An assortment unusual in its completeness is here at this popular price. Trim looking Shoes of tan and gun-metal calf, on new English lasts, with eye-lets to the top and a decided custom-made appearance. Comfortable Blucher Shoes of tan and gun-metal calf, with broad toes and low broad heels. For elderly men, are Lace Shoes of vici kid or Blucher Shoes on perfectly straight last—\$5.00.

Men's \$5 to \$7.50 Knitted Sweater Vests Special today at \$2.95. The new high cut model, made of knitted wool, in heater-like mixtures of green, brown, tan and gray. Shaggy and angora-like, rich, warm, stylish, necessary, and tremendously comfortable. Some are finished with braid around the edges and pockets, others are plain, and all are marked at a price which is from \$2 to \$4.50 less than they would cost you in less favorable circumstances.

Men's \$1.50 Outing Flannel Pajamas at \$1. Soft, warm and comfortable Pajamas, of outing flannel, in a wide range of neat designs. These have been made to our order over full patterns, and display the finest of workmanship. Excellent value at the regular price, \$1.50—extraordinary value at \$1.00.

Correct Fashions for Men and Young Men. The self-respecting man of any age who takes an intelligent inter-

est in the changes of masculine fashions will find a good showing of the new styles now ready in the Loeser Store for Men. These Clothes are designed by the best clothing brains in America. They are cut from fabrics new in patterns and reliable in quality. They are tailored by skillful workmen, well tailored to render as nearly permanent as possible the perfect lines of the new designs. There are a great many men in this vicinity to whom we do not need to say these things. They wear Loeser Clothes and know what they are. But we owe it to the other men of this community to tell them also that Loeser Clothing means Satisfactory Service from every standpoint applicable to men's Clothes. Suits and Overcoats in the autumn models are \$12.50 to \$35.

Suits for Young Men in search of the distinctive at \$12.50 to \$23.00. Of course, there are different conceptions of the word distinctive. To some tailoring shops it means freakishness and faddism. To us, who have been tailoring the younger generation these forty years, distinctiveness means style with propriety—style which gives individuality without encroaching upon good taste. These Saks suits for Fall have all the distinctiveness you want. Made in Norfolk and close-fitting English models, with all the little touches that go to distinguish a Saks garment from the average. Tailored in all the new and exclusive fabrics and colorings.

What is the most you expect for \$22.50 in a fancy fall overcoat? Our reason for asking is because we made a special effort to show \$22.50 fancy overcoats that are better than the most critical man or young man had expected to see at that price in Philadelphia this season. They are here and ready to be put to any fair test. There are ten new patterns. Lively shades and designs prevail and home-spun effects predominate. Each garment is finished with a silk yoke of changeable hue. Every detail of the making is test-proof. Cuffs and patch pockets are the rule.

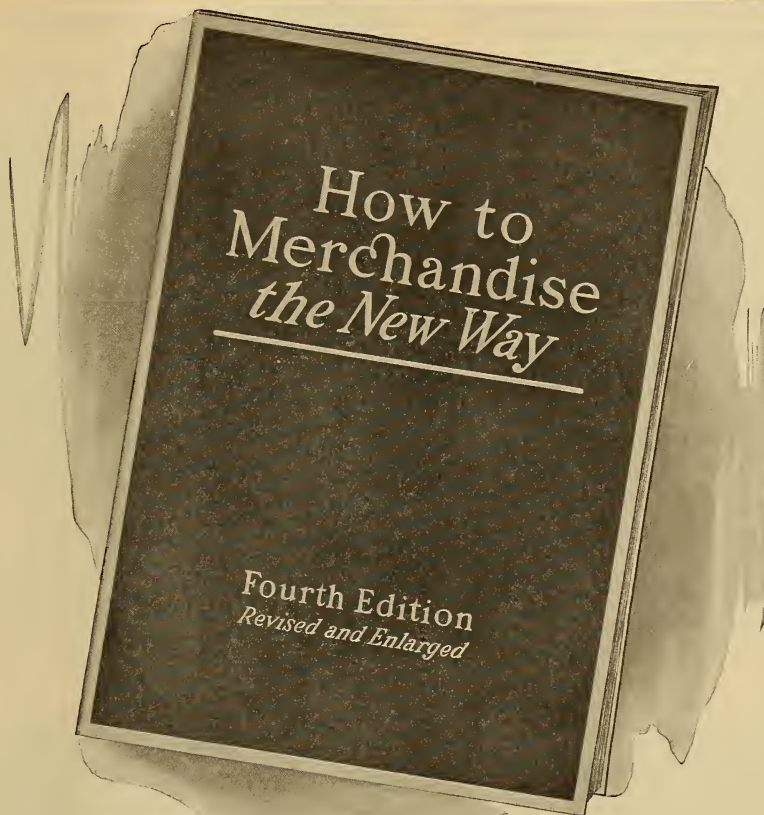
Men Should See These Autumn Shirts at \$1.00. They're of that quality that most haberdashery stores ask \$1.50 for. An unusually comprehensive assortment consisting of fancy Neglige, Plaited-bosom and Stiff-bosom Shirts, all-white madras Neglige Shirts, muslin Plaited-bosom Shirts, flannel Neglige Shirts and Stiff-bosom Shirts of muslin that open in the back, or with back-and-front opening. These are exceptional values at this price—\$1.00 each.

These Women's Waists Are Quite Remarkable Values.—They are entirely new models, particularly attractive in design, and effective in all the new Fall colorings. The workmanship and finish are of a quality that will appeal to the woman who has a critical eye for such things, and the prices are well below usual figures.

A Christmas Embroidery Warning to those who want initials or monograms on gift handkerchiefs or table linen. Last year many folks came too late to have their embroidery orders filled for Christmas. Now is indisputably the time for such orders to be placed. Monogram, initial, crest or autograph—all may be executed by experts. A large book of style suggestions.

A Concentrated Effort to Make This Our Greatest November.—Efforts all along the line to exceed former records for November—that's our aim. And not a single cog has been overlooked in our store machinery; not the slightest detail in this great mechanism has been slighted to attain that end. The month will not be marked by one or two brilliant flashes dying away meteor-like, and quickly forgotten. There will be instead the daily pushing towards a definite goal, each step of the way marked by exceptional value which we shall tell you about in these columns.

Christmas Gifts Among the Utility Things.—This is a Utility Store as well as a Christmas Store. The arm of the service that reaches out for the items of Christmas merchandise never over-reaches those things which appeal to the minds of the practical man and woman. The stocks of goods known as staple are always complete from January to December, and our purpose is to keep lines complete throughout the year. We do this for the reason that we sell Sleds in July and Hammocks in December. This is an all-year-round store. Almost anything can be had at any season of the year.



Ready October 21st—

Fourth Edition of "How to Merchandise the New Way"

ENLARGED to sixty-eight pages by the addition of new store plans and new interior views, showing how merchants are themselves developing the New Way Service to meet their individual problems.

Including also the first edition of the "New Way Publicity Service"—a book of suggestions for the New Way Merchant who wishes to capitalize the prestige of the "New Way" Crystal Wardrobe by advertising in his home newspapers. Send for your FREE copy. Address Dept. S.

GRAND RAPIDS SHOW CASE COMPANY

The Largest Show Case and Store Equipment Plant in the World
(Licensed under the Smith Patents)

Grand Rapids, Michigan

Show Rooms and Factories:

New York

Grand Rapids

Chicago

Portland



Color Bottle

Color Cup

Leading Merchants and Department Stores

Your TRIMMERS, DECORATORS and CARD WRITERS need the best tools and equipments to make your advertising displays draw the big crowds. A PAASCHE AIR BRUSH OUTFIT is absolutely indispensable for making the most attractive display signs and price-tickets; for coloring artificial flowers and decorations, for bronzing, gilding, lacquering and finishing your old fixtures, making them look new, and for numerous other purposes.

WHAT THE USERS SAY

One of the many popular models of PAASCHE'S "3 in 1" Air Brushes.

Air Brush to hand and am well pleased with it. Have turned out considerable work already and it's a **blooming success**.
J. C. DAILEY, Alexandria, La.

I have been using your brush for several months and find it to be **one of the best brushes on the market**. I can do more work and make faster time with it than I ever could before with other makes. Wishing you success, I am yours respectfully, MR. BEE B. WALLICK, with Wood Clifton Mercantile Co., Provo, Utah.

Some time ago I bought one of your air brushes and have used same with **much pleasure and profit** to both myself and the above firm. Yours very truly, A. F. BRIGANCE, with The Besserer-Marshall Amusement Company, Austin, Texas.

NOW IS THE TIME TO ORDER a Paasche Air Brush Outfit for your Fall and Holiday Displays—IT'S A MOST PROFITABLE INVESTMENT. Write now
Our Catalog will interest you

Paasche Air Brush Co.

MANUFACTURERS
5 So. Clinton Street,
CHICAGO, ILL.

Display Card made with the Paasche Air Brush showing beautiful effects obtainable.



Plate No. 7402. An Autumn Setting by Edward Holzer for Hess Bros. & Co., Rockford, Ill.

The color scheme of this display was cream, yellow and tan. The floor was covered with tan felt and the mirror frames were covered with yellow lining over which was used cream colored turlatane. The large posts and low wall were made of wooden strips with muslin stretched

tightly over it. Then thick paint was used to give a rough stone effect. Rock salt was rubbed on before the paint dried. Gilt grapes and vines were used. The large globes were made of wire frames with yellow turlatane on the outside and tissue paper on the inside.

KADY SUSPENDERS

are built to give comfort. They adjust themselves automatically to every position of the body. They cannot bind or strain.

The Double Crown Roller

shifts the soft, smooth webbing with every movement, relieving the wearer of the slightest pressure or constraint.

Kady Suspenders are the choice of men who recognize the value of clothing comfort. Their popularity is increasing rapidly. They are known everywhere to discriminating men who buy because of quality.

Retail at 50c. and 75c.
Prices to dealers: \$4.00 and \$4.25 a dozen.

Attractive store cards and selling helps furnished free to the trade.

Makers of all kinds of Suspenders, Belts and Garters.

THE OHIO SUSPENDER CO.
Mansfield, Ohio, U. S. A.





Miniature House for Show Window Use

Plans furnished Free to all who write

THIS little house 32 x 27 x 34 inches in dimension was built out of Beaver Board. The entire cost of materials, including paint, was only a few dollars.

It offers a good suggestion for the Christmas holiday season.

We shall be glad to send you blue prints and any Beaver Board dealer will cooperate with you in seeing that you get a good job.

Beaver Board is the most convenient and economical material for show-window backgrounds and a great variety of forms, signs and ornamental work.

Its chief use, however, is for the walls and ceilings of every type of new or remodeled buildings. It has forty-one great advantages.

Write today for plans, sample, and booklet "Beaver Board for Window Trims."

THE BEAVER COMPANIES

United States: 165 Beaver Road, Buffalo, N. Y.
Canada: 365 Wall Street, Beaverdale, Ottawa
Great Britain: 4 Southampton Row, London, W. C.

BEAVER BOARD



STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to Retail Advertising Complete

\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.


THIRTEEN CHAPTERS

Here is a sample:
CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Relating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

MERCHANTS RECORD AND SHOW WINDOW
Book Department. 431 So. Dearborn St., CHICAGO




BICYCLE Rolling Ladders

are made in many styles and to fit all kinds of shelving

Send for catalog giving full description and prices

THE BICYCLE STEP LADDER CO.

61 W. Randolph Street, CHICAGO, ILL.

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The President Says-

That one of the Lectures which is being prepared by the Educational Committee is nearly ready and it is a good one, too. Every local should get this lecture; it is illustrated with stereopticon views and shows many things of vital interest to the display manager and window trimmer.

Now that the Fall Openings are over, let us get busy and organize a local in your city. Think of the pleasant gathering which it is possible to have, if you will organize. You can meet your fellow decorators and enjoy telling each other of your aims and ambitions. You will be bigger and broader men by meeting at these social gatherings. Then, too, you can write Mr. Hurst of New York, and get one of the Lectures, invite your "Boss," the ad man and spend a profitable and entertaining evening with one of these illustrated lectures on window trimming.

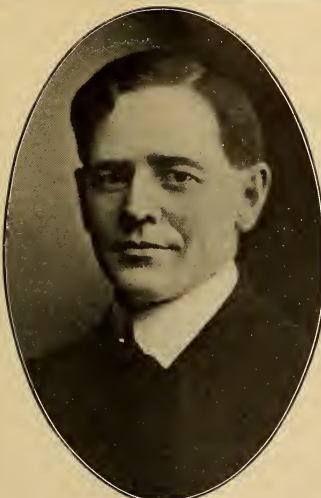
See the pictures of the Lancaster Association. Don't they look happy? They enjoy getting together. And so will you, just try it and see.

C. J. POTTER, President
International Association of Window Trimmers
St. Louis, Mo.



MEMBERS OF THE LANCASTER ASSOCIATION OF WINDOW TRIMMERS

Top row, left to right—1. Jos. M. Wittmer, Hager & Bros. 2. E. C. Burke, Leinbach & Co. 3. Robt. Wambaugh, the Bon Ton. 4. Robert Leath, Piersol Carper Co. 5. P. N. Dietrich, Hager & Bros. 6. D. J. Murphy, Buchanan & Young. Four in the centre row, left to right—7. Chas. Wagner, Leinbach & Co. 8. Harvey M. Sharr, Watt & Shand. 9. H. B. Bostic, Hirsch & Bros. 10. A. J. Edgell, the Donovan Co. First row, left to right—11. Walter Bechtold, M.T. Garvin & Co. 12. Wm. J. Ellis, the Fashion. 13. H. M. Werner, Woolworth's 5 and 10. 14. C. J. Potter, president International Association of Window Trimmers. 15. Wm. Moore, McCrory's 5 and 10. 16. C. K. Hertzler, the Adler store. 17. J. L. Haines, John Henry Miller.



JAMES W. FISK

Author and Instructor of Course in Retail Salesmanship,
formerly instructor of managers for a chain of retail stores.

EXPERT SALESMAN

(SALESMANSHIP INSTRUCTOR)

YOU are paid to sell goods. We can make you earn more by selling more. Salesmanship is the greatest of all professions. We teach you every move in the game of retail selling. You learn the general principles of doing business in the best way. We show you how to be more valuable to your employer and to yourself, how to get new customers and hold old ones, etc. We teach you how to instruct others in the science of selling.

Display Managers, Advertising Men and other store workers are adding to their salaries by becoming Instructors of Salesmanship.

Send me further particulars
regarding your courses in

- ☐ Advertising
- ☐ Display Managing
- ☐ Window Trimming
- ☐ Retail Salesmanship
- ☐ Show Card Writing

Name

Address

Economist Training School 231-243 West 39th St.
NEW YORK

Palmenberg
NEW YORK

Send for It
Our latest booklet is our best

Twenty good pages of new
ideas on drapery and display

Sent freely on request

J. R. PALMENBERG'S SONS

Established 1852

BOSTON
30 Kingston Street
110 Bedford Street

710 BROADWAY, NEW YORK
FACTORY: 89 and 91 W. 3d ST., NEW YORK

BALTIMORE
Nos. 10 and 12
Hopkins Place

Milwaukee Decorators Celebrate

THE first anniversary of the organization of the Milwaukee Association of Mercantile Decorators, Local No. 1, was celebrated by a banquet Monday night, September 18, at Schuster's grill, Third street and Garfield avenue.

Twenty-one members, with members of their families, were present. The object of the society is to discuss latest ideas in the display of goods.

After the business meeting the annual election was held, at which the following were elected:

President—Morten Hoffstadt.

Vice-President—J. Gillis.

Secretary-Treasurer—George Schumacher.

Orval Simpson, Chicago, of the arrangements committee of the international association, was present.

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Fine Fall Windows

THE fall opening windows in Grand Rapids, Mich., were opened with great pomp and display on Monday evening, September 8th, the beginning of "Fall Fashion Week." All windows had been handsomely decorated and beautiful settings arranged, and the curtains were left down until the hour of the formal opening arrived, when the windows were first thrown open to the view of the public as the band passed the stores.

Two bands had been engaged to parade the business districts and as they passed the stores the curtains were raised and the windows opened to one of the largest crowds that had been gathered on Grand Rapid streets in many, many weeks.

The streets were thronged with people on foot, in carriages and autos all eager to get the first glimpse of the exquisite displays of autumn garments. So dense was the crowd that many people gave up the effort to see the windows and made a special trip down town the next evening to get a view of the elegant displays.

While Grand Rapids is not the largest city in the U. S., her window displays are second to none, and in the united efforts of the merchants to hold their opening at the same time, each got more publicity and better advertising value, and window displays are given more attention and more eagerly watched for the new displays from time to time. It's co-operation that wins. It has been said that "Competition is the life of trade," but co-operation has proven the better and healthier business stimulator.

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Fellow Window Trimmer

WHAT are you doing now? Since the convention you have been busy getting ready for the fall opening; soon it will be the Thanksgiving and holiday displays.

Right now while you can get a breathing spell why not talk Association to some fellow trimmer. Co-operation is winning in every line of business—in

every craft and every profession.

Co-operation among window trimmers means more to you than you may at first realize. Don't try to build your own game up by tearing down the work of others.

Better displays in your windows will be the means of forcing your firm's competitor to make a stronger bid along the same lines, consequently if his window trimmer or clerk who usually trims the windows can't produce the results it naturally opens up a new field for one of our professions.

Get the boys in your city together, talk over the new ideas, the new styles and the new display methods and the new fixtures to work with. If you have not enough good live trimmers in your city to form an association of your own, get the boys in touch with the International Association. New by-laws were adopted at our recent convention and these will soon go to the press for publication and we shall be pleased to send you a copy or several if you want them.

The Employment Bureau has been kept busy this last month; many positions have come to the secretary's desk and have been passed along to some members of the Association.

There have been some good positions filled by our members of the association that were formerly held by what are commonly called "knockers."

Our list of available men is getting small and I would like a new list to draw on. Do you want a position? Fill out a blank. By the way, new ones have been printed which are a little more explicit than the old ones. So if you will write me at once I shall be glad to mail you same, also application blanks for membership.

Right now before the holiday rush starts get some of your fellow trimmers interested in the association. If you can get ten or a dozen, form a local association and get the benefit of our educational work we have under preparation. This will soon be started and you will want to be in on this, surely. The association has freely given in the past, but if you expect to get in on the good things your name will have to be in the association ahead of you. For any information or blanks drop us a line.

Respectfully yours,

P. W. HUNSICKER, Secretary.

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ONE of the principal reasons for sending small packages C. O. D. is because the customer does not care to stand around and wait for the package and change. It is remarkable how impatient people get when compelled to wait for change. Even if they have nothing else to do, they object to a delay of a few minutes. This is a very human trait that the merchant should respect. If he is not certain that change is made as quickly as possible and that bundles are wrapped with all expedition, he should take steps to remedy any shortcomings that may exist in this line.

L. BAUMANN & CO.

357-359 West Chicago Ave.
CHICAGO

Send for BAUMANN'S
New Catalogue of
Xmas Designs

Order Your
XMAS GOODS
EARLY

¶ You need BAUMANN'S FLOWERS and DESIGNS to make your Windows and Interior attractive.

¶ Our FLOWERS are of the BEST material and workmanship. The DESIGNS are exclusive, and designed by the best WINDOW TRIMMERS of the WORLD.

¶ You owe it to YOUR STORE to get the BEST GOODS at the LOWEST PRICES.

¶ Call at BAUMANN'S SHOW ROOM when in Chicago. We have added many NEW NOVELTIES since our catalogue went to press.

=====

L. BAUMANN & CO. 357-359 West **CHICAGO**
Chicago Ave.



For Our Advertisers

Book on the Backgrounds

One of the most valuable books that has ever been issued on window designing is "Sketches of Decorative Backgrounds for the Show Window," by M. P. Staulcup. This book is filled with original drawings showing practical designs for window backgrounds for every occasion and for all lines of merchandise. No matter how particular the trimmer may be he is pretty sure to find in this book something that suits him perfectly. One of the most valuable features of the book is the complete description that accompanies each drawing. The reader is told just what materials to use and how to use them. Mr. Staulcup, the author of this excellent work, is not only an artist and designer of note, but he is a practical workman in the window. He has spent a great deal of time in experimenting with all kinds of decorative materials and has been highly successful in securing artistic effects through the use of common materials that are accessible to every window dresser. The price of this book is one dollar and it is well worth that amount to any window dresser, no matter how much or how little experience he may have had. It will be mailed upon receipt of price.

New Fixture Catalogue

Merchants and window trimmers generally will be interested in a handsome new catalogue that has just been issued by the Barlow Company of Holyoke, Mass. It is in reality a very complete encyclopedia of display devices including a surprisingly complete line of papier mache forms and wax figures. The Barlow Company has a distinct advantage over most houses in their line in that all of the products they sell are manufactured under one roof by skilled workmen with the best of facilities. This enables them to turn out a product of the highest quality at a minimum cost. They have long had the reputation of filling orders promptly and satisfactorily at the lowest prices.

The new book, while containing a surprisingly large amount of information is condensed in size and will fit easily into the pocket. It will be mailed to any address upon request and should be in the hands of everyone who is interested in good display fixtures.

Holiday Decorations

A splendid line of imported and domestic decorations for the holiday season is being offered by the Botanical Decorating Co. of Chicago. The Botanical line embraces practically every imaginable flower, vine or foliage that is adapted to decorative purposes. And it takes in every grade from the finest imported goods to the most inexpensive domestic products. It is a line so comprehensive and varied that no matter how critical a decorator may be he is certain to find in the Botanical stock exactly what he wants at the price he wants to pay.

This company sends expert buyers to all of the principal European markets twice each year. These buyers are thoroughly familiar with the requirements of the American decorator and each season they are able to offer many designs that are entirely new. This season the Botanical Co. is offering a particularly fine line of holly, poinsettias, chrysanthemums, grapes and a large variety of natural prepared and artificial foliage. They issue a handsome colored catalogue that will be a great help to any window dresser in planning his holiday displays.

Fine Line of Flowers

A remarkably interesting and instructive catalogue of holiday decorations has just been issued by Frank Netschert Co., 61 Barclay street, New York. This book is filled with new ideas for decorating the windows and store for the Christmas season and many of the items shown appear now for the first time. One of the new things that will appeal to the discriminating decorator is a Natural Prepared Pine Branch with cones. This has the fine rich green of the northern woods and has been thoroughly fireproofed. It makes a splendid decoration when used with flowers or other foliage and is one of the most appropriate materials that can be used at Christmas time.

Another new item is natural Prepared Fireproof Holly with berries. This can be had in twigs or branches of any size and presents a most pleasing appearance in the window. These are only two of the many new things and in addition there is shown a fine line of the old favorite Christmas standbys. The Frank Netschert Co. has long had the reputation of carrying one of the most complete and up-to-date lines of decoratives for every window trimming occasion and their prices are as low as the lowest. Every window dresser should send for Xmas Catalogue No. 140.

A New Schack Book

A fine new book on holiday window decoration has just been issued by the Schack Artificial Flower Co. of Chicago and is now ready for free distribution. It is called "Schack's Xmas Flower Book," and is uniform in size and general make up with "Schack's Floral Parade Book" and "Schack's Fall Flower Book," which are familiar to most of the window dressers of the United States and Canada. The new book is printed in duotone on tinted paper and has a heavy ornamental cover in bright red. It contains nearly four hundred fine half tone illustrations, including a large number of Schacks famous floral units which have captured the fancy of the whole window trimming world. Every window trimmer will welcome this book on account of the great number of practical and artistic suggestions for holiday displays it contains. A considerable number of novelties that have never before been presented to the window trimmer are listed in this book. It will pay any decorator to send for it before planning his Christmas displays.

For Christmas Windows

For the coming holiday season, L. Baumann & Co. of Chicago have the best line of flowers and other decorative materials they have ever offered. That is saying a good deal, for this house has long borne the reputation of being a leader in this field, and Baumann flowers have been considered the standard of artistic excellence by representative trimmers in all parts of the country.

A handsome new catalogue has just been issued and it contains a wealth of suggestions and ideas as to new flowers, foliage and designs, some of which are now offered for the first time. Wreaths, garlands, festoons and other arrangements are shown in abundance together with a strong collection of specialties and novelties from the best makers of Europe. The new catalogue will be mailed to any window dresser upon request. Those interested are urged to get this instructive book at once and place their orders as early as possible, thus assuring early deliveries and avoiding the disappointments that are sometimes unavoidable later in the season.

LEARN TO PAINT SIGNS and SHOW CARDS



I'll teach you personally—by mail—you'll succeed. Wonderful field—for both men and women. Easy terms. Thousands of merchants need help. Price Cards, Sale Cards, Window Cards, banners, signs, etc. are used in enormous quantities. Crawford B. C. writes, "Earned nearly \$200.00 since taking course." Parrott, Okla., says, "Earned several times cost of course since enrolling." Gold lettering on glass and wood, valuable feature of course. You learn everything from the ground up. When your course is completed you should be an expert. Knowledge of sign and show card writing helps you wherever you are. Thousands employ sign writers. Pay is good—work easy and fascinating—hours short.

EARN \$18 TO \$35 A WEEK

Many of our students now make more than this operating a business of their own. My instruction is unequalled because practical, personal and thorough. 20 years experience as a sign writer back of the course. Natural talent unnecessary. *Earn while you learn.* Do practice work at reduced prices—help pay for course. Fritzer, Minn., writes, "Did job recently and got \$10.00, profit \$7.05. Just think—did this after only one lesson." We assist graduates to get positions. Write for large, complete catalog, pictures and testimonials of graduates, samples of work, terms, etc. Address me personally.

CHAS. J. STRONG, Founder
(Dept. 1710) DETROIT SCHOOL OF LETTERING
DETROIT, MICH.
"Oldest and Largest school of its kind."

IMPORTANT TO THE WINDOW DRESSER

Life Size Santa Claus



This beautiful standing figure 4½ feet in height is a unique attraction for Christmas window display in any kind of business. Lithographed in beautiful colors and mounted on wooden easel. Right hand stands out beyond figure behind which is concealed shelf on which samples or signs can be rested. It presents the appearance of a stuffed figure.

Price \$2.25 each, sent express prepaid on receipt of \$3.00

E. I. Horsman Co.

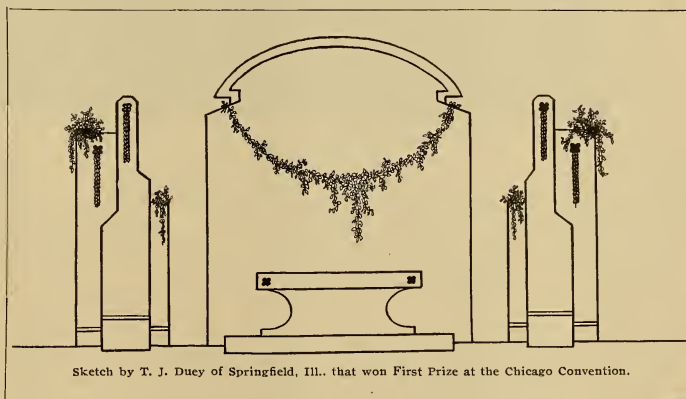
(Dept. A)

365, Broadway

NEW YORK

COMPO BOARD

for
**Show
Window
Back-
grounds**



Sketch by T. J. Ducey of Springfield, Ill., that won First Prize at the Chicago Convention.

Compo-Board must not be confused with any of the cheap substitutes made of pulp-paper or cardboard. It has stood the test of time and proven its superiority. Compo-Board is in a class by itself. The most practical and useful product to have around a retail store.

Compo-Board is built with kiln-dried slats as the foundation, pressed between layers of air-tight cement and specially prepared paper into a stiff straight sheet ¼ inch thick. It is sold in strips four feet wide by one to eighteen feet long.

SAMPLE AND BOOK FREE. TELLS IN AN INTERESTING WAY ALL ABOUT THIS MODERN WALL BOARD.

Northwestern Compo-Board Co., 1404 Lyndale Ave., No. Minn.

An Interesting Business

Owing to the remarkable popularity of natural Southern Greens that are used by window dressers everywhere, many will be interested in learning something of the manner in which these greens are obtained. One of the leaders in this important southern industry is Edward A. Beaven of Evergreen, Alabama. Starting out in a small way years ago, Mr. Beaven has built up a business that now supplies a large part of the decorative material used in the leading stores all over

THE Washington Shirt Co. of Chicago is going to give away an automobile and they have in this connection put in a striking window display. The hood, axle, front wheels with fenders, lamps, etc. have been placed in the window facing the front. No one can pass the window without stopping to wonder where the rest of the machine is.



PREPARING A SHIPMENT OF WILD SMILAX AT THE WAREHOUSE OF E. A. BEAVEN.

the country. The small group of pictures will show how the greens are handled in Evergreen preparatory to shipment. These pictures were made last month when a car load of wild smilax was being got ready to ship to the north. There is nothing unusual in the shipment of car lots but the demand for large quantities seldom begins so early in the season.

Southern wild smilax is a wonderfully attractive evergreen vine that grows in abundance in the woods surrounding Evergreen, Ala. Indeed, it is from this dainty, bright green foliage that the town takes its name. While this foliage lasts for a long time, it is the custom of Mr. Beaven to fill each order fresh from the woods in order that it may reach the northern customer in the best of condition. When a large order is received the colored boys who do the picking are sent out with carts and they have become exceedingly adept at their work. They select only the best specimens, yet large quantities are gathered in a short time. The middle picture shows the warehouse where the greens are packed and the other pictures show the large cases in which they are shipped.

Southern wild smilax is recommended to the decorator not only on account of its beauty and the ease with which it may be handled, but also because it is so reasonable in price that a great abundance of it may be used at a comparatively small cost. It is ideal for holiday decorating. In addition to the wild smilax, Mr. Beaven supplies a considerable variety of other greens for decorative purposes including long needle pines, palm leaves, moss, etc.

STORES that handle high class hosiery frequently have calls for odd shades that are not carried and it is a material accommodation to customers to be able to dye special colors to order. Many stores do this. For instance, here is an advertisement of Chamberlin-Johnson-DuBose Co. of Atlanta, Ga.:

"A new departure—in the matter of service for our Hosiery customers. Through arrangements we have made, it is now possible to get single pairs of silk hosiery to match any shade you may wish—our free dyeing service that extends to every purchaser of a \$2.00 pair of silk hosiery. One week required for this after the order is given.

✕ ✕

A CLOTHIER writes to know how to expedite window dressing so the shades will not be down any longer than necessary. In this connection it may be stated that nearly all of the metropolitan men's wear stores now trim their windows with the shades up. We know of no good reason why the shades should be drawn while the window dresser is at work.



"MERRY CHRISTMAS"

"A Little Previous?"

None too early for **Special Scenic Backgrounds** for your holiday windows. Worked up in artistic colors, any size or shape. Let me send you illustrated circulars. **Xmas Cards Ready.** Some glorious effects—rich and beautiful—air brushed in natural colors by hand—not printed. Write for prices

BERT L. DAILY

DEPT. E-10

DAYTON, OHIO

For Your FALL Display Use

Carter's Famous Greens

and you will be more than pleased with the many clever ideas which can be executed that will greatly improve the appearance of your show window and interior displays.



Prompt service, lower prices and better goods—that's why the demand for **Carter's Greens** has been steadily increasing. You get good, clean stock, right from the woods. Order filled same day as received. Low Express Rates.

SOUTHERN WILD SMILAX

There is no finer decoration for Stores, Show Windows, Churches and Halls. Has wonderful lasting qualities.

Case No. 1 contains 600 sq. ft., weight 50 lbs., Price, \$4.50

Case No. 2 contains 400 sq. ft., weight 30 lbs., Price, \$3.50

Case No. 3 contains 300 sq. ft., weight 25 lbs., Price, \$3.00

Case No. 4 contains 200 sq. ft., weight 20 lbs., Price, \$2.00

LONG NEEDLE PINES

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

Price, per doz. \$1.50

Per 100 \$8.00

Chamaerop Palm Crowns Per doz. \$2.00

Chamaerop Palm Leaves Per 100 \$2.50

Sabal Palm Leaves, the large kind Per 100 \$2.50

MAGNOLIA FOLIAGE

Very fine in decoration, put up in same size cases as Smilax, at same price.

Gray Moss, free from trash or sticks; per sack of 15 lbs. \$2.00

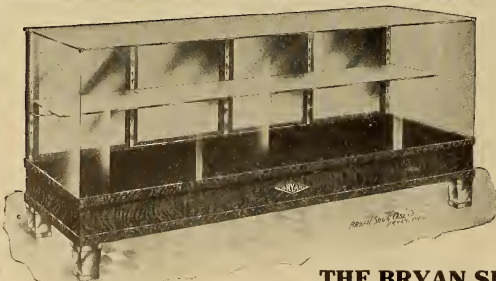
Fadeless Green Sheet Moss, free from trash or sticks; per sack of 100 sq. ft. \$4.00

Laurel Festooning, Heavy Grade, 5c Per Yard

GEO. M. CARTER

::

EVERGREEN, ALA.



A CASE OF GLASS IS HARD TO PASS

More reason than rhyme in that. A "Bryan" all glass show case gets the attention of even the casual passer-by. Your most attractive merchandise is made still more so. 'Tis not unreasonable to say that the case pays its cost very soon in increased business.

The appearance speaks convincingly for itself—the quality is worthy the highest expectations. No dust, air or moisture holes—the construction is perfect.

You will find our catalogue interesting

THE BRYAN SHOW CASE CO., :: Bryan, Ohio

Holiday Decorations

¶ We have exactly what you want for decorating your holiday windows. No matter what you may need in the way of decorations, you will find them in our splendid collection of European and American specialties.

¶ And you will find our prices as satisfactory as our goods, whether you want the finest imported or the most inexpensive domestic flowers, at prices less than other houses charge for similar qualities.

¶ Any discriminating decorator will tell you that Botanical Flowers are the best to look at and the best to buy.

We have never before had so large and varied a stock as we are offering this season—Send for our big catalog

Holly and Red Berries

We have dozens of varieties of domestic and imported holly, made up in vines, sprays, wreaths, etc., and in green, white, frosted or metallic. We can supply you with whatever you want in holly at the price you want to pay. Good Holly with Berries, Gross.....\$6.00

Velvet Poinsettias

Our collection of poinsettias ranges from the finest imported velvet flowers to domestic goods in paper. We can supply this fine Christmas flower in any color, size or finish. Our line of poinsettias is the largest and best we have ever offered.

Velvet Poinsettias. Doz..\$1.75. Gross..\$18.00

Chrysanthemums

In chrysanthemums we have a wonderful assortment of colors, sizes and prices. These flowers are made up in every desirable form. Our imported chrysanthemums are the finest ever made, yet they are very reasonable in price.

Preserved Foliage

Our line of preserved foliage embraces oak, beech, ruscus, mosses, adiantum, palms, etc. You will find the leaves strong and flexible and the colorings are perfect. We have anything you may need in this line.

Grapes and Foliage

You will find grapes and foliage an attraction for your late fall and holiday displays. We can supply you with any kind of grapes you may need in white, gold, silver, or any other finish you want, made up in vines, wreaths, sprays, etc.

Novelties

Our line of novelties for window and store decoration takes in practically everything the decorator needs. We have a great variety of high class papier mache, plushes, tinsel, shades, palms, festooning, ornamental grasses and hundreds of others.

¶ Send at once for our big free Catalog H. Shows our flowers in their natural colors and tints. And get your orders in early—There's no time to lose.

The Botanical Decorating Co.

504 South Fifth Avenue

Chicago

HESS LITHOGRAPHED HOLLY CARDS

CONCEDED by cardwriters, advertising men and merchants to be the handsomest card ever offered. Done in three colors and gold. 25 to 50 per cent more space for lettering than any other card. Sample sheet for 4c stamps.

Die Cut Holly Ornaments—beauties every one of them, for showcard and box top decoration. Sample assortment 25c. None free.

Prices of Cards

11 x14 -inch, per 100	\$3.50; less than 100	\$.04
7 x11 -inch, per 100	2.25; less than 100	.03
5½x7 -inch, per 100	1.10; less than 100	.02
3 x 5½-inch, per 100	.80; less than 100	.01
2½x4 -inch, per 100	.60; less than 100	.01

By Express or Parcel Post not prepaid

Prices of Ornaments

Large sprays with bells, per 100	\$2.50
Medium sprays with bells, per 100	1.25
Merry Christmas sprays, per 100	1.50
Tall pieces or round seals, per 100	1.50
Large Sprays with scenes, per 100	2.50

By Parcel Post, Prepaid

Write now for reservations, exclusive contracts and estimates on quantities. Air Brushed Panels done by Butcher 11x17 landscape and upright and 11x22 in. upright, per dozen \$3.00 worth \$4.00. Express not prepaid. Read my other ad in this issue.

G. Wallace Hess

1405 Olive Avenue
Edgewater Station

Chicago



\$1.00
BUYS
COMPLETE
SET of
PURE RED SABLE
ONE STROKE
SHOW CARD
BRUSHES
GUARANTEED
to be the best Brush
You ever used.
Outclasses the old
style "Pig" "
MY
HANDSOME 96 PAGE
CATALOG SENT FREE
Chas. J. Strong, Founder
DETROIT SCHOOL
OF LETTERING
ESTD. 1899
DETROIT MICH.

Perfect Air Brush Inks

Snowberry Air Brush Inks are the result of years of careful experimenting. **THEY ARE ABSOLUTELY PERFECT.** Dry Instantly. Thoroughly waterproof. Bright and brilliant in tone.

Sample Order, c. o. d., 7 pints, different colors. \$4.00

Sample Order, c. o. d., 7 half-pints, different colors 2.25

ROBERT HOSKIN Manufacturer
625 Greenwich St. NEW YORK

A Full Line of Fur Fixtures

now ready for prompt shipment. All stands built for this season's goods.

Let us send you our catalog at once, so that you may have your order in early.

The Barlow Company

No. 79-B Race St.
HOLYOKE, MASS.



Individual Muff Stand



Reduce Your Light Bill!

Save current; operate lights automatically. This Time-Switch puts system in your window lighting. We ship it on approval.

Address

National Time Switch Company
South Bend, Indiana, U. S. A.

Get Our Prices on Window Decorations, etc.

We Guarantee to Save You Money

L. Schneider, Manufacturer and Importer, 6 Second St., New York

Wm. Penn Leaf Mfg. Co.

641 Arch Street, Philadelphia, Pa.

*Manufacturers of All Kinds of
— FLOWERS —
and Foliage for Decorations*

Special No. 101 — 40 large oak leaf, fall color,
branched, 24 in. by 54 in. - - - \$6.00 Dozen
Special No. 201 — 36 inch Smilax Vine, fall color \$9.50 Gross

No catalogue issued Write for further quotations



Artificial Flowers and Decorations

Of All Kinds and
In Any Quantity

Electric Light Shades—
\$10.50 per gross, \$1.00
per dozen.

Send for samples

M. SYLVESTER
150 Bleecker St., New York

JULIUS A. JEZEK

303-5 Fifth Avenue

New York

Designer of Interior Fixtures for Stores and Show Rooms of all description. Department Stores especially. Also Building Plans with interior arrangement, including Cash and Parcel Conveyors, Lighting, Heating, Decoration, etc. Attractive Store Fronts, Practical Interiors. Having stores planned, all manufacturers estimate on a definite scheme; result being, equipment purchased at right price, saving many times cost of plans.

THE cheap lantern slide is a constant expense, a constant annoyance, shows poor workmanship and gives poor results.

De Commerce Lantern Slides are heat resisting—heat will not break them—show good workmanship—give good results.

Get the best at the ordinary price. Special advertising slide 75c. Money back if not satisfied.

Write for Catalogue

DeCommerce Lantern Slide Co.

46 E. 14th Street; 47 E. 13th Street

New York

IMITATION

GRASS RUGS

ALL SIZES

Woven for window and interior decorations

American Rug & Radical Carpet Cleaning Co.

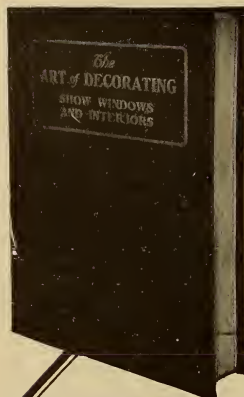
119-123 East 131st Street
NEW YORK

ADJUSTABLE WINDOW REFLECTOR FOR SHOW WINDOWS

Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago





The ART of DECORATING Show Windows and Interiors

This book is not the work of one man but is compiled from information furnished by more than one hundred of the leading window dressers of America.

410 PAGES (7½ x 10½)

of solid information on every subject pertaining to window dressing and store decoration.

If you want to know the latest and best methods of Displaying Every Sort of Merchandise you will find this book indispensable.

THERE ARE 618 ILLUSTRATIONS including special backgrounds, mechanical displays for all occasions, special feature displays for every season and every occasion. Diagrams and working drawings show how to build all kinds of mechanical and electrical displays.

The following are a few of the subjects treated of fully in this book: How to plan displays and select goods—How to construct frame work—How to drape—How to create perfect backgrounds—How to paint scenic backgrounds—How to make your own fixtures and use them—How to decorate for all national holidays—How to trim ledges and interiors—How to make plaster casts—How to clean and repair wax figures—How to make decoratives and flowers—How to do hundreds of other things in connection with store decoration. There is no other book like this. It is of the utmost value to the merchant or decorator. It is indispensable to the most experienced trimmer as well as the beginner.

Price \$3.50 a Copy Shipped, Prepaid, anywhere upon receipt of Price

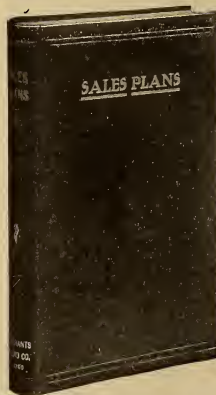
SPECIAL COMBINATION OFFER For \$5.00 (Foreign countries, \$6.00) sent us, we will ship prepaid a copy of this popular book and will give you a receipt for one year's paid subscription to Merchants Record and Show Window. No matter when your subscription is paid to, we will advance same one year from any date. Take advantage of this liberal offer AT ONCE.

THE MERCHANTS RECORD CO., 315 Dearborn Street
CHICAGO

Always send Draft or Money Order (not Check) when ordering.

Toying with Millions in Business

In this country there are three corporations that are regarded as the three richest and most powerful trusts in existence. One of these three corporations recently made three experiments in advertising on a gigantic scale. The risks were enormous. It was virtually toying with millions. The results of these three experiments startled the corporation—and that corporation's entire selling policy has been shaped on the results. These experiments and the results—with all the names, facts and figures—are described in detail in the new book, "The Premium System of Forcing Sales: Its Principles, Laws and Uses," by Henry S. Bunting, the advertising editor and author, who spent six years investigating his subject. There are thirty-five chapters in which every phase of the premium-giving method of getting trade is considered. This book is free with one year's subscription to the Novelty News, the great magazine of general business devoted to the advancement of advertising and selling methods. The subscription is two dollars. The book is free. The address is 222 South Market Street, Chicago.



How To Get Trade?

This is the all important question that is constantly uppermost in the mind of the aggressive retail merchant.

A book that is filling the popular demand among Up-to-Date Merchants and Advertising Men everywhere is

SALES PLANS

A collection three hundred thirty-three business-bringing Sales Plans and Practical Advertising Suggestions that have been used successfully by well-known stores. The book is divided into sixteen chapters, as follows:—Special Sales, Selling by Mail, Store Expositions, Getting Holiday Business, Christmas Schemes, Co-operative Advertising, Store Papers, Souvenirs and Premiums, Getting Trade Through Children, Money-making Ideas, Contests, Needle Work, Voting, Guessing Contests, Package Sales, Sensational Advertising.

Printed on best paper, size 6½x9 inches, fully illustrated with reproductions of Advertisements, Circulars, Posters, Letters, etc.

Shipped prepaid to any address on receipt of

\$2.50 for Cloth; \$3.00 for Full Morocco

The Merchants Record Co. Publishers
315 Dearborn St., Chicago

This Book Will Help Trim Your Show Windows

"SHOW WINDOW BACKGROUNDS"

By GEO. J. COWAN

This is a most useful window trimming book and sells at only \$1.50, a price that makes it possible for every window trimmer and merchant to possess a copy.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from the blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

- | | | |
|--------------------------------|---------------------------|------------------------------|
| 8 New Year's Windows. | 5 Fourth of July Windows. | Period Decorations in back- |
| White Goods Windows. | 7 Summer Windows. | grounds, showing examples of |
| 1 Lincoln's Birthday Window. | 2 Horse Show Windows. | Greek, Roman, Gothic, |
| 4 St. Valentine's Day Windows. | 6 Fall Opening Windows. | German, Japanese, Egyp- |
| Washington's Birthday Win- | Carnival Windows. | tian, Moorish, Italian, |
| dows. | Halloween Windows. | French, Empire, Colonial, |
| 8 St. Patrick's Day Windows | 5 Thanksgiving Windows. | Mission, etc. |
| Spring Opening Windows. | 4 Christmas Windows. | 10 Sale Windows. |
| Easter Windows. | | Bas Relief Backgrounds. |
| 6 Decoration Day Windows. | | Stencil Backgrounds. |

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in color.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of \$1.50.

Merchants Record Co., 431 So. Dearborn Street
Chicago, Illinois

Increase Your Salary

\$10.00 TO \$25.00 A WEEK

by learning to write Cards, Signs and Price Tickets. It isn't real work to do this "when you know how," and the art of lettering is easy to learn with a set of

The Card Writer's Charts

which consist of seventeen heavy cards 8½x11 inches, beautifully printed in six colors, inclosed with sixteen sheets of ruled practice paper in a strong covered box.

Price :: \$1.50 Postpaid

This valuable work has been the means of raising the salaries of hundreds of trimmers and clerks whose employers have been pleased with their enterprise and added value to the business.

Send order and remittance to

The Merchants Record Co.
315 DEARBORN STREET :: CHICAGO

Do You Use An Air Brush?

If you do and want Air Brush ideas in lettering and designs for making snappy show cards and price tickets

Send 50 cents today

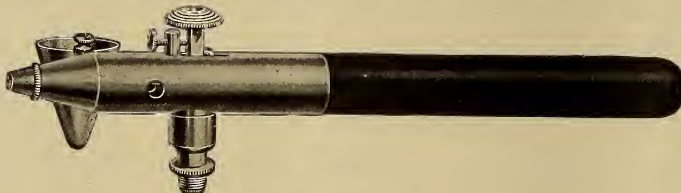
(Coin or stamps)

and receive by return mail a book containing over seventy-five different designs in colors.

ADDRESS BOOK DEPARTMENT

MERCHANTS RECORD
and **SHOW WINDOW**
431 So. Dearborn St., Chicago

The Most Practical Spraying Tool for Any Window Trimmer or Show Card Writer



The Improved Fountain Air Brush

is the highest type of spraying tool made. **The original pencil-shaped air brush.** It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Made to give lasting satisfaction. Over 20,000 now in use.

The Model "A" illustrated above is the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E." No complicated parts to get out of order.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street Chicago

"SPHINX" SHOW CARD COLORS

F. W. & CO.'S

Card Writers'
Brushes

ARE

"BRUSHES OF
QUALITY"



TWELVE
PERMANENT
BRILLIANT
OPAQUE
QUICK- DRYING
COLORS

Write for
Catalogue of
Brushes
and Colors

**"Everything for the Artist in All
Branches of Art"**

MANUFACTURED BY

F. WEBER & CO.

ESTABLISHED 1854

Parent House and Factory

St. Louis, Mo.

PHILADELPHIA, PA.

Baltimore, Md.

Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal.*

Illustration shows actual
size of three smallest
widths—made in six
sizes up to 5-8 in. wide.

Also made in Pure
Ox Hair, Pure Red
Sable Riggers, with
fine square points.

Special Brushes

For the Show Card
Writer, Coast Dry Colors
ready for use, add water
only.

Send for 1913 Folder
showing full line at a
glance.

Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK.



Wants, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion. Please remit when sending copy.

HELP WANTED

WANTED: Competent window trimmer and card writer. Permanent position to the right man. State salary wanted and references. Address Burk & Company, Memphis, Tenn.

WANTED—Representatives everywhere to report Information, Names, etc., to us. We have contracts to supply big M. O. Firms, Manufacturers, etc. No canvassing. Spare time. Big Pay. Enclose stamp. Address National Information Sales Company, BHR, Cincinnati, Ohio.

POSITION WANTED

POSITION WANTED—By competent window trimmer and card writer, with 9 years' experience fitting shoes, also general department store experience; best of reference; am single. Want to get busy first of November. Address Box 218, care Merchants Record and Show Window.

POSITION WANTED—By experienced window trimmer and card writer with first-class department or clothing store. 28 years of age, married; very best of references. Koester School graduate. Samples of show cards and photos of windows upon request. Address Box 219, care Merchants Record and Show Window.

FOR SALE, ETC.

THE GREATEST CHRISTMAS ATTRACTION EVER PRODUCED—The Midget Village. All the scenery and costumes from the Midget Village, the greatest drawing card Chicago has ever known, new and novel, kept our 10th Floor crowded the entire month of December last year, can be had together with a complete outline of how to stage it, at a great sacrifice. Write at once, Advertising Department, Boston Store, Chicago, Ill.

Blick's MASTER-STROKE" BRUSHES endorsed by Card Writers everywhere. Write for large illustrated circular "Just out." Payzant Lettering Pens \$1.00 each—complete set 6 sizes \$6.00. Free alphabets and instructions. Write today, The Card Writers Supply Co., Box B., Galesburg, Illinois.

EARN \$20 TO \$30 PER WEEK—By my Improved "Easy Method of Show Card Lettering" Course, thorough and practical. Fifteen years as a card writer back of every lesson. New Alphabets, numerals, air pencil, brush and pen work, flitter brochures, 100 card phrases, etc., etc. One lesson each week for 3 months. Write for particulars. Charles H. Sage, 363-365 Park St., Fulton, N. Y.

STORE OIL CLOTH STOOLS RACKS

Store Display Fixtures
BRYAN NOVELTY MFG. CO., Bryan, Ohio

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CALIFORNIA POINSETTIAS.

In Paper, Velour and Plush, loose flowers, sprays, and garlands.



HOLLY WREATHS.

Holly Wreaths, Vines, Garlands and Sprays, in natural prepared and artificial, illustrated in our 36 page Xmas catalogue, No. 140, just from press. Free for the asking.



HOLLY VINES.

All illustrated and described in our illustrated Xmas Catalogue No. 140, just from Press, free for the asking.

FRANK NETSCHERT COMPANY, New York City

Old Number 39 Barclay Street } Same Bldg.
New Number 61 Barclay Street }

Street Number changed on account of the Woolworth Building



NO. 4068. AUSTRAL FERN BOUQUET.

Forty-eight inches high, of natural prepared fireproof Austral Ferns, in red or green, each.....\$ 3.80
Willow Vase, 30 inches high, each..... 3.50
Austral Ferns, in red or green, per 100..... 6.00
Austral Ferns, in gold, per 100..... 20.00

It takes only 60 Austral Ferns to make up above illustrated bouquet. Buy same by the hundred and twist with wire on natural twigs.



No. 4068. PINE BRANCH NATURAL PREPARED
Fireproof, with Pine cones, Pine Garlands, Pine Trees, fireproof, in sizes from 3 to 15 feet, illustrated and listed in our Xmas catalogue
No. 140 from Press now, ready for the asking.



No. 4562. HOLLY TWIGS

Natural Prepared Fireproof and Red Berries. Also Artificial Holly
Branches in all sizes and Colors.

No. 4262A. 18 inches long

No. 4262B. 25 inches long

In green frosted
snow effect only

----- **\$0.20**

----- **.25**

Old No. 39 **Barclay Street** No. changes on account
New No. 61 of Woolworth Building

FRANK NETSCHERT CO., New York

Curtis Leger Says

"Every retailer can make and save money by installing X-Ray Window Searchlights to illuminate his displays. They are scientifically designed to procure a perfect distribution of light in the window without a particle of waste."

Write now for our new booklet on Show Window Lighting.



"We Help You

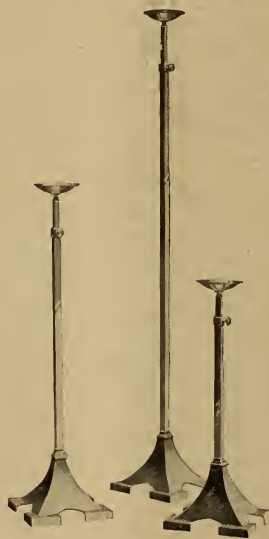


Sell Your Goods"



No. 1829

The seasons newest display form for the better quality of garments. Made in 34 and 36 inch sizes, covered with black or white Jersey and mounted on japanned base and standard.



No. 1010

These hat and millinery stands are among our most popular sellers. Made with $\frac{1}{4} \times \frac{1}{2}$ or $\frac{3}{8} \times \frac{1}{2}$ inch extensible standards, 12, 18, 24 and 30 inches high and mounted on our Eiffel pattern bases. The Eiffel base meets with great favor and is seen in the best windows throughout the country.



No. 1828

This new form is much like our No. 1829 but is equipped with a heavy 10 $\frac{1}{2}$ base, highly finished. Note the long and graceful lines of this figure. Equally attractive for gowns or piece goods draping.

SHOW WINDOW VALANCES are now a part of our line and we have a large selection of imported patterns in stock at all times. Send for our valance portfolio. Also give us dimensions of your windows that we may quote prices on our stock and special designs.

CURTIS - LEGER FIXTURE CO.

237 Jackson Boulevard

Chicago

Merchants Record *and* Show Window



Norwich Fixtures

The Stepping Stones to Successful Decorating



The holiday trade demands special efforts of your decorator. Give him the tools to work with, and make his work lighter and more profitable to yourself.

Our Catalog

of 389 pages with over a thousand illustrations shows what's new in fixtures and display figures. Send for your copy today.



The Norwich Nickel & Brass Co.

New York
712 Broadway

Norwich, Conn.

—Salesrooms—

Boston
26 Kingston St.



Study this picture. Note the great contrast in the lighting effect in the two windows. Compare the objects in the two trims—the clock faces, for instance—and note how much brighter and more clearly they appear in the window on the left. Believe you will agree that this window is better lighted by at least 50%, and yet the window on the right is using over 40% more current than the window on the left. This result is accomplished by using

"PITTSBURGH" SHOW WINDOW REFLECTORS

If, in your windows, you have an installation somewhat similar to the window on the right, using standard glass shades, which may be excellent for some kinds of lighting, but poorly adapted to the special requirements of window lighting, your window lighting can be improved in the same striking degree as is shown above.

Our new booklet "Show Window Lighting" will prove of interest to every merchant. Copy on request.

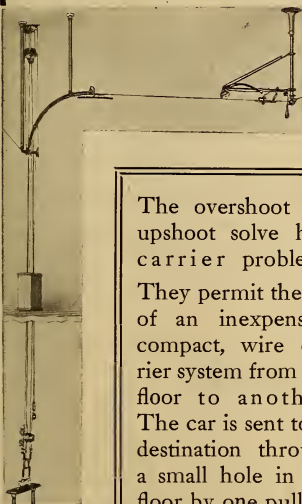
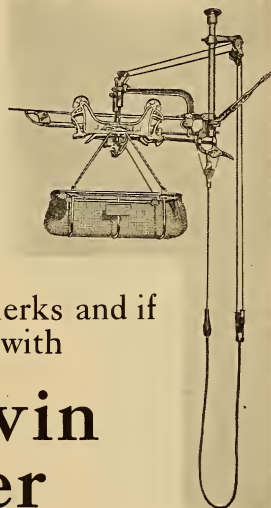
Pittsburgh Reflector & Illuminating Company

3117 Penn Avenue, Pittsburgh, Pa.

Prepare for the **Busy Holiday Rush**

and give serious thought to your Store Service System now. Give your store that refinement of prompt service that keeps your clerks selling goods, not running Cash and giving customers the opportunity of slipping out or

dissatisfied with waiting. Carriers are a hundred times cheaper than clerks and if you equip your store with



No. 22
Overshoot

No. 23
Upshoot



The overshoot and upshoot solve hard carrier problems.

They permit the use of an inexpensive, compact, wire carrier system from one floor to another. The car is sent to its destination through a small hole in the floor by one pull.

By adopting these carriers, you can put cash carrier service on your second or third floors or basement in departments that you have thought impossible to serve without expensive systems.

You can use them once or a hundred times a day with no expense for power.

Ask those who use the Baldwin System

Baldwin Flyer

Cash and Package Carriers

this problem is solved for many years to come and they will give you, your clerks, and customers, Complete Service Satisfaction.

Free Trial Find out for yourself what BALDWIN CARRIERS will do for Your Business. In order to make this test easy for You, we will ship you one station or any number of stations of THE FLYER Cash Carrier on thirty (30) days' FREE TRIAL and if not entirely satisfactory ship back at our expense.

We can ship Carriers same day order is received, and any good mechanic can install THE FLYER by following our printed instructions.

Phone us, telegraph us or write us, anyway that suits you best, but sure get in touch with us if you want a new system, exchange your old one, or just want to find out the most economical plan of handling your sales.

Address Home Office

James L. Baldwin Carrier Co.

352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station





23 RD YEAR

Wilmarth
THE CASE WITH A CONSCIENCE
Show Case Co.
Grand Rapids, Mich.

Wilmarth
Show Case Company
Grand Rapids, Mich.

WILMARTH
SHOW CASES
and
STORE FIXTURES

One For You

IF your business is included in this list you will find one of our catalogues of interest. We get out special books for many lines of trade, and whatever your business you are very sure of finding what you need in—

THE *Wilmarth* LINE

THE CASE WITH A CONSCIENCE

Stores or Departments

Drugs
Cigars
Jewelry
Clothing
Millinery
Hardware
Confectionery
Haberdashery
Sporting Goods
Ladies' Furnishings

Even though you do not intend to buy at once this is a good time to send for the book that will give you information on store equipment for your particular business. If you will write now, while you have it in mind, we will send the book by return mail.

WILMARTH SHOW CASE COMPANY

1524 Jefferson Ave. **Made In Grand Rapids** Grand Rapids, Mich.

Some Special Features of

THE WELCH SYSTEM

THE "perfection of details" is of no less importance in revolving wardrobes than in any other product. THE WELCH SYSTEM has been designed after years spent in studying the weaknesses of other systems, and the result has been a perfect wardrobe that possesses all the advantages of other cases and yet is practical and durable. You get the utmost in beauty, and the greatest wearing qualities. The special features found exclusively in Welch Wardrobes add greatly to the value of the cabinets.

Our new catalogue tells you all about the several styles of wardrobes, as well as the different arrangements of store interiors. At our salesrooms our representatives will explain the many special features. Why not find out more about this matter?

Side View.

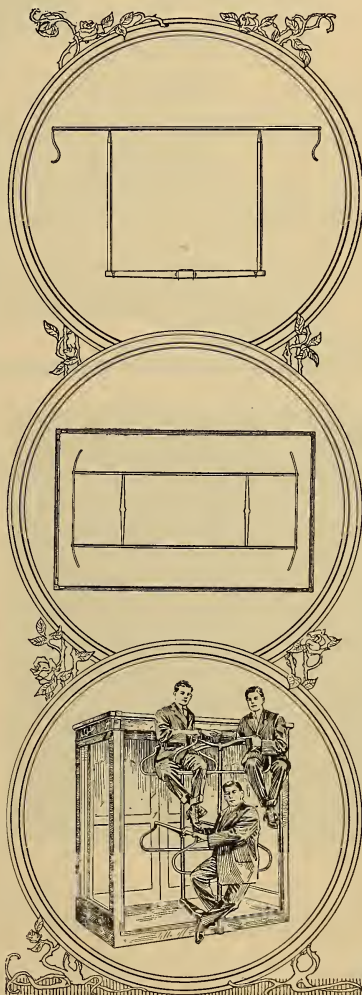
Even the layman can see that the design of our carriage makes for the greatest possible strength. Note that the two standards revolve with the garments—no center rod for the clothing to rub against.

Top View.

In the WELCH the least possible part of the mechanism is visible from above; an important point in many ways.

Great Strength.

This cut shows the great strength of the WELCH carriage. Here is 600 pounds on *one end* of the fixture—and yet there is no appreciable tilting of the carriage.



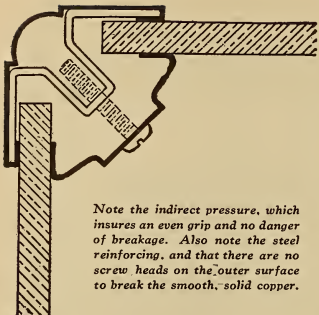
THE WELCH MFG. CO.

GRAND RAPIDS, MICH.

Licensed under the Smith Patents

NEW YORK: 732 Broadway
CHICAGO: 233 West Jackson Blvd.
BOSTON: 21 Columbia Street

ST. LOUIS: 1118 Washington Ave.
MINNEAPOLIS: 100 Kasota Bldg.
SAN FRANCISCO: 1109 Mission St.
PITTSBURG: 406 House Bldg.



Note the indirect pressure, which insures an even grip and no danger of breakage. Also note the steel reinforcing, and that there are no screw heads on the outer surface to break the smooth, solid copper.



Kahey & Keefe Block, Black River Falls, Wis.

Most Effective Show Windows

You simply can't make an effective display in an old style, out-of-date front; the one prime essential is a beautiful modern front made by the

Zouri SAFETY & BURGLAR-PROOF
SETTING FOR PLATE GLASS

OPERATING UNDER MURNANE AND MARR PATENTS

A Zouri Front will give your store an attractiveness that will instantly show the greatest results in your daily business, because the Zouri BUSINESS PRODUCING FRONTS are the latest and best. Beautiful, strong and very durable. All standard copper finishes.

Write for Free Estimate for Your store, sending pencil sketch of front with measurements.

Zouri Drawn Metals Company

215-227 W. Schiller St.

Chicago, Illinois



Luxfer

Daylights Your Basement

There is no denying the value of Daylight. The best stores, large and small everywhere, admit this logic by admitting the Daylight—through Luxfer.

Luxfer has proven its value not by argument, but in service.

Luxfer reclaims your gloomy basement into bright and cheerful selling rooms. It is service plus economy, and every day that you delay the installation of Luxfer, you deny to you or your clerks, the economy, the comfort, and the maximum working efficiency.

Luxfer is ornamental in its appearance, but that is incidental—the real daylight service is the strong feature.

Our Daylight experts are always ready to co-operate with you on any problems you may face.

Remember that increased daylight means increased working and selling efficiency. And remember too, that it is the original, inimitable, and only Daylighting System that serves with scientific accuracy.

AMERICAN Luxfer Prism COMPANY

Chicago—Heyworth Bldg.

Boston—40 Federal Street

Cleveland—419-50 Citizens' Bldg.

Duluth—310 W. Michigan Street

Indianapolis—20 Union Trust Bldg.

Kansas City—88-10 N.Y. Life Bldg.

Milwaukee—Stroh Bldg.

New York—587 West Broadway

New Orleans—504 Hennen Bldg.

Philadelphia—411 Walnut Street

Rochester—38 Exchange Street

Detroit—Builders' Exchange.

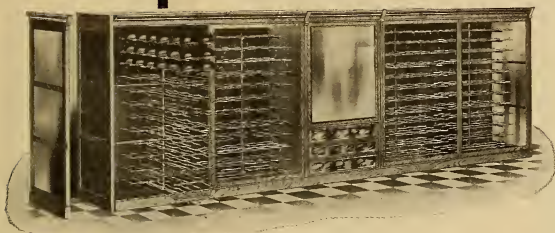
Dallas—Builders' Exchange

San Francisco—46-47 Turk Street

Los Angeles—323 S. Main Street

Want to Sell More Hats?

—Of course you do. There's a comfortable, steady trade in Hats, and to be known as the best hatter in town is an 18-karat asset.



But to sell Hats—loads of them—your Display Case must be as snappy, nobby, and up-to-date as the Hats themselves. If your customers see you perform the juggling act with a high stack of hat boxes, they will come pretty near concluding your stock is as old as your methods of showing it. Take a glance at this picture of the new

Illinois Hat Cabinets

"their superiority is so apparent"

Price Lower

We consider "price" secondary to **QUALITY**—and so should you. But a dollar is a dollar and the **RESULT** of our economical system of receiving your order **DIRECT BY MAIL** (we have no salesmen) means that we can quote you **LOWER PRICES** on these **SUPERIOR** cases than you can get elsewhere.

COMBINE SERVICE AND BEAUTY. The "Illinois" is built for Service as well as Beauty. It has maximum capacity and only 31 inches deep; also several new patented improvements.

THE ILLINOIS "HUMP" is an exclusive advantage—holding the hats (even straw hats) firmly on rack, no matter how quickly it is turned.

THE REVOLVING RACK has 12 nickel-plated tiers of rods in each section. These move forward at the slightest touch and then turn around. Every hat is instantly get-at-able.

ABSOLUTE GUARANTEE. Illinois cases are and always have been unconditionally **GUARANTEED** to satisfy you in **EVERY WAY**—or your money back.

COURTEOUS, PROMPT SERVICE. We have no salesmen, so send your orders direct to us by mail. You will be taken care of in the way you like.

HEED THAT INCLINATION. If you are interested **NOW**, or ever expect to be, **HEED THAT INCLINATION** and write us now for full particulars.

Catalog on Request

Illinois Show Case Works

1735-43 N. Ashland Avenue

CHICAGO, ILL.

Holiday Business

Are you all ready for the Christmas Rush? The new goods will soon be in and you will want to display them as attractively as possible, and have plenty of room.



30 %

More
Shelf
Room

100 %

Added
Appear-
ance

Baine's Adjustable Shelf Brackets

will provide additional shelf room that will surprise you, besides enabling you to get everything where it can be seen. All users of Baine's Adjustable Shelf Brackets know what we mean and we want you to know about our system. Please write.

PIQUA BRACKET CO., Piqua, Ohio

LAMSON



Economy

Efficiency

LAMSON CARRIERS improve your service by common sense centralization and equal distribution of labor. They cut out lost motion, reduce the payroll, speed up the work and ensure correct records.

They double check every sale, whether it be "cash" "charge" or "C. O. D." **ASK YOUR NEIGHBOR.**

Wire, Cable, Tube, Belt and Pick-up Carriers

The LAMSON COMPANY, Boston, U.S.A.

Representatives in all principal cities

SERVICE

Mr. Merchant! How about your Xmas Windows?

Below you will find an assortment of Holly in Green, White, Silver or Gold, and a few illustrations of Poinsettias and other Xmas decorations.



NO. 40473 VELVET POINSETTIA WINDOW BOX.

For a pretty effect the above window box cannot be beat. The corrugated box measures 17x3 1/2x3 1/4 inches and is very light in construction and the total height of complete box is 18 inches; therefore easy to pack and ship, also easy for you to handle.

Each\$1.50
No. 40483 Same as above, but in a birch bark covered box. Each 1.75



NO. 16623 POINSETTIA PLANT.

NEAT AND ATTRACTIVE.

Made up of two large and one smaller velvet Poinsettia flowers, together with the corresponding bright green foliage. Looks for all the world like a fresh plant just from the greenhouse. Stands 24 inches high, and costs with neat papier mache pot, ready to use.

Per plant, only\$1.25

Separate Material.

No. 6413 Poinsettia flower, 8 inches diameter, per dozen\$1.50
No. 6423 Poinsettia flower, 5 1/2 inches diameter, per dozen 1.00
No. 2533 Poinsettia leaves, per gross75



SMALL GREEN HOLLY SPRAYS.

No. 11353 4 leaves, 4 berries, 9 in. long. Dozen \$0.25
No. 11363 6 leaves, 6 berries, 12 in. long. .38
No. 11373 12 leaves, 12 berries, 14 in. long. .75

SMALL WHITE HOLLY SPRAYS.

No. 22374 12 leaves, 12 berries, 14 in. long. .90
No. 22363 6 leaves, 6 berries, 12 in. long. .45
No. 22353 4 leaves, 4 berries, 9 in. long. .30



NO. 11553 MISTLETOE TWIG.

A perfect copy of the natural Mistletoe, 12 inches long. Per dozen\$1.20



NO. 11343 GREEN HOLLY SPRAY

24 inches long, 24 leaves, 24 berries. Per dozen\$1.50



NO. 17773 HOLLY HANGING BASKET.

Each ready to hang up\$1.50

NO. 17763 HOLLY BASKET, Smaller, each 1.00

Holly Vines



GREEN HOLLY VINES.

No. 10063 12 green leaves, 12 red berries. Doz. Yards\$0.60
No. 10073 18 green leaves, 18 red berries. .90
No. 10083 24 green leaves, 24 red berries. 1.20

WHITE HOLLY VINES.

No. 10563 12 white leaves, 12 red berries. Doz. Yards\$0.75
No. 10573 18 white leaves, 18 red berries. 1.15
No. 10583 24 white leaves, 24 red berries. 1.50

SILVER HOLLY VINES.

No. 10763 12 silver leaves, 12 red berries. Doz. Yards\$1.20
No. 10773 18 silver leaves, 18 red berries. 1.80
No. 10783 24 silver leaves, 24 red berries. 2.40

GOLD HOLLY VINES.

No. 24263 12 gold leaves, 12 red berries. Doz. Yards\$1.20
No. 24273 18 gold leaves, 18 red berries. 1.80
No. 24283 24 gold leaves, 24 red berries. 2.40



NO. 11383 HOLLY PIQUET.

A very delicate spray of 16 dainty holly leaves in green and 16 red berries, 6 inches long. Just the thing to put on Xmas boxes and favors. Per dozen bunches\$1.00

For Complete Line of
Holiday Trims—Write
for Catalog 193 : :

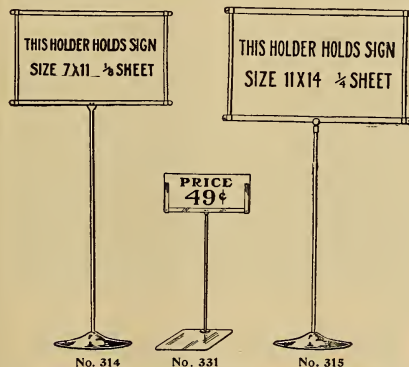
Carl Netschert

12 to 22 N. Michigan Avenue
4th floor, Ward Building

CHICAGO

Signs For Christmas

During the holidays you will need lots of signs and sign holders. Our sign holders are so cheap you can't afford to do without them.



No. 314—Frame 7 x 11, 1/2-sheet; height of standard 12, 15 and 18 inches; 6-inch press steel base. Price per dozen..... \$6.30
 No. 315—Frame 11 x 14, 1/2-sheet; height of standard 12, 15 and 18 inches; 6-inch press steel base. Price per dozen..... \$9.00
 No. 331—This Ideal Sign Holder, 6, 8, 10 and 12 inches in height, 7 inches wide at top, 4 x 4 1/2-inch base, size of card 5 1/2 x 7 inches. Per dozen..... \$2.25

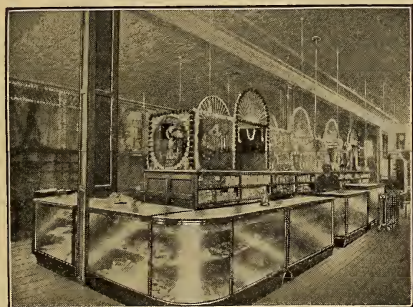
Send for New Catalog

The D. J. Heagany Mfg. Co. 1121 West Washington St. CHICAGO, ILLINOIS

WINTER FIXTURES

THE STANDARD OF QUALITY, STYLE AND PRICE

Anything from a Store Stool to a Complete Outfit:



NOT HOW CHEAP but HOW GOOD at prices that are right is the "WINTER" idea. If you are looking for QUALITY fixtures at prices that are right we want to figure with you. If you need fixtures it will pay you to visit SHEBOYGAN, WISCONSIN.

WINTER CATALOGUES: The most complete works of their kind ever published, listing the needs of those that are in the market for fixtures, sent upon request. WRITE FOR CATALOGUE 13-Q.

WINTER COMPANY

HIGH GRADE FIXTURE MAKERS

Established 1865

SHEBOYGAN, WISCONSIN

U.S.A.



Before Installing J-M Lighting



After Installing J-M Lighting

If YOU were the customer
 which window would
 get YOUR trade?

Would YOU be attracted by a show window or case that displayed merchandise in a dingy, forbidding light, or by a show case that fairly blinded you with glaring spots of light? Decidedly no!

But you WOULD be tempted to make a purchase if the goods were brilliantly illuminated with a soft, even glow of pure white light. No ugly shadows. Every object in its true colors. Every detail clean and clear.

That's exactly the kind of illumination you get when your windows and show cases are equipped with the

FRINK AND J-M LINOLITE Systems of Lighting

These methods of lighting consist of tubular incandescent lamps about one foot long, and only one inch in diameter. When placed end to end in powerful reflectors a continuous LINE OF LIGHT is produced which illuminates every square inch of merchandise in the case. And the source of the light itself is hidden from the eye.

Another thing, this method of lighting not only produces perfect illumination but actually costs less for current consumption than the POOR illumination of other systems.

The Frink and J-M Linolite Systems have proven such remarkable business-getters that over 25,000 merchants in this country alone are using them.

Send us your store plan and we'll gladly estimate on your requirements, without obligation on your part. Write our nearest Branch today for Catalog No. 410.

H. W. JOHNS-MANVILLE CO.

SOLE SELLING AGENTS FOR FRINK PRODUCTS

Albany	Cincinnati	Kansas City	New Orleans	San Francisco
Baltimore	Cleveland	Los Angeles	New York	Seattle
Boston	Dallas	Louisville	Omaha	St. Louis
Buffalo	Detroit	Milwaukee	Philadelphia	Syracuse
Chicago	Indianapolis	Minneapolis	Pittsburgh	

THE CANADIAN H. W. JOHNS-MANVILLE CO., LTD. 201A

Toronto Montreal Winnipeg Vancouver



Here is the Book

This is the book that thousands of window dressers will use this month in planning their holiday displays. From its pages they will select the flowers and other decorative materials that will later be seen in the best decorated stores in America.

But this book contains not only pictures of flowers—it is filled with practical and artistic ideas for window and store decoration. These ideas have been worked out by our special designers in our display room and every one is as practical as it is handsome.

You Need this Book

¶ It contains nearly 400 illustrations, showing the latest of Schack's famous floral units and many other new and artistic ideas for the decorator.

¶ Every window dresser will find in Schack's Xmas Flower Book many excellent suggestions that will help to make his holiday windows more attractive. New and effective flower arrangements are illustrated in great profusion.

¶ These illustrations will prove a gold mine of inspiration to the inexperienced decorator, and even to the most experienced trimmer they will suggest many ways of handling decorative materials to get the maximum of effect with minimum expense.

¶ In addition to the illustrations of Floral Units and other attractive flower arrangements, this beautiful book contains a remarkably complete collection of accessories to holiday window decoration. These include metallic flitter, composition boards, decorative paper, papier mache, etc.

¶ If you have not been using Schack's Flowers, this book on holiday decoration will convert you to their use. Schack's flowers are the most practical store decorations ever produced. They are handsome enough to satisfy the most fastidious decorator and they are so reasonable in price that they can be used lavishly at small expense.

¶ There are some decorators, who, accustomed to paying the price charged for imported flowers, have got the impression that flowers so inexpensive as ours must necessarily be cheap in appearance. If any of these will send us a sample order he will find that the only cheap thing about Schack Flowers is the price. Put them behind the glass and they cannot be told from imported goods that cost twice as much.

¶ Now sit down and write us to send you Schack's Xmas Flower Book. Write for it whether you expect to buy from us or not. After you look the book over, we are willing to leave it to your good judgment whether or not the values we offer are the best.

Send us your name—"Schack's Xmas Flower Book" will be sent you by return mail.

Schack Artificial Flower Co. 1739-41 Milwaukee Ave. Chicago



A Carload of Schack Flowers

¶ The above picture shows a carload of Schack's Paper Flowers ready for shipment to Houston, Texas. This was part of an order of goods sold at our regular catalogue prices in competition with all other flower houses of Chicago, the greatest artificial flower market in the world.

¶ Before this big order was placed, the market was looked over with the greatest care. Several thousand dollars were to be spent for flowers for a floral parade. Experienced buyers were sent to Chicago to get the best possible value for their money.

¶ Schack flowers, at regular catalogue prices, were selected because they were far and away ahead of all others in value for the money invested.

¶ We do not publish this picture as anything remarkable for we are constantly sending out big orders. But we print it as a very common example of how Schack Flowers always win out when a careful buyer makes a thorough comparison of the various goods and prices offered in this or any other market. All we ask is that you look over the Schack line—compare our goods and our prices with those of any other dealer—then buy where you can get the best values.

¶ The Schack Artificial Flower Co. is the largest advertiser in this line of business. Did you ever stop to think why we advertise so much?

¶ It is because we have the kind of goods we can afford to advertise. If a customer bought from us only once, we could not afford to spend the money we do for advertising—but we have found by experience that if we can sell a customer once, we can sell him always.

¶ Our printed advertisements are intended merely to get acquainted with you—our real advertising is the goods we sell you.

¶ Every shipment from the Schack Artificial Flower Company is an advertisement to the man who opens it up. It is a testimonial to the quality of our merchandise, our prices and our service. That is the reason we have grown in a few years to the position we now hold.

¶ This advertisement is written for the decorator who has not used Schack Flowers because he thought that good flowers could not be sold at the small prices we ask. Right now is a good time to give us a trial. Send for "Schack's Xmas Flower Book," look it over and compare our prices and goods with those of other dealers. Whether you buy from us or not, the book is well worth sending for.

Send Now for Our Big New Book of Christmas Decorations

Schack Artificial Flower Co. 1739-41 Milwaukee Ave. Chicago

A Cheerful Shopper Is a Good Buyer

Smiles and Smilax go together.

What You like to see in church and home, Your Patron like to see in Your Store.

Hence, in the happy holidays of the Fall and Winter season, the touch of green—the Evergreen—is cheerful, artistic, appropriate and appreciated.

Beaven's

Southern Wild Smilax comes in almost any size, from sprays 2 to 6 feet long to vines exceeding 30 feet in length. It retains its fresh green color and appearance. It is real and shows it; and it is not expensive.

Write NOW!
RIGHT Now.



Southern Wild Smilax and Long Needle Pine

The use of Southern Wild Smilax with Long Needle Pine and Magnolia foliage, gives an effect so refreshing—so evergreen—and at such slight cost, that not to use it is extravagant negligence.

ORDER NOW.
RIGHT NOW.

If you have never used our evergreens, or do not understand their use or quantities needed, please send me dimensions of your show windows and store front, and I will be pleased to advise you.

Plan your decorations and book your orders early.

Partial List of My Evergreen Specialties.

Magnolia Foliage

No one knows the real Southern Magnolia unless they have seen our particular growing. The leaves are a beautiful lustrous green lined with a rich, soft brown.

You can easily work Magnolia into countless attractive designs.

"We furnish the sprays—You make the wreaths."

Packed in same size cases as Southern Smilax.

No. 1.....\$1.00 No. 3.....\$3.00 No. 5.....\$4.00

No. 2.....2.00 No. 4.....3.50 No. 6.....5.50

Southern Wild Smilax

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	\$1.00
2	200 sq. feet	20 lbs.	2.00
3	300 sq. feet	25 lbs.	3.00
4	400 sq. feet	30 lbs.	3.50
5	500 sq. feet	40 lbs.	4.00
6	600 sq. feet	50 lbs.	4.50

Holly

Splendid crop for this year. Full rich leaves with lots of berries. Order early and obtain the best and freshest stock.

5 lb. box.....\$0.75 40 lb. box.....\$3.00

15 lb. box.....1.25 60 lb. box.....3.50

25 lb. box.....2.00

LONG NEEDLE PINES

As beautiful as palms in decorations.

Each Dozen Per 100

2 ft. 10c \$1.00 \$6.00

3 ft. 15c 1.50 9.00

4 ft. 20c 2.00 11.00

CHAMAEROPS PALM LEAVES

Each Dozen Per 100

25c per doz., \$2.50 per 100.

CHAMAEROPS PALM CROWNS

Our native palm plants with their roots removed.

Each Dozen Per 100

3 ft. 15c \$1.50 \$11.00

4 ft. 20c 2.25 15.00

5 ft. 25c 3.00 20.00

SOUTHERN GREY MOSS

25 lbs. sack \$3.00

Satisfaction (and more) absolutely guaranteed or no money expected.

Prices are f. o. b. shipping point.

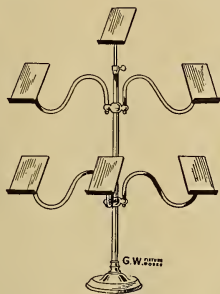
Special Express Rates, 25 per cent less than regular merchandise rates.

Prompt
Shipment

Edward A. Beaven
Evergreen, Alabama

By Fast Freight
Express or
Parcel Post

Use These Christmas



Right here is a mighty useful fixture to have around the store at all times. You can use it in the window and most anywhere else to great advantage.

For Box Goods

This stand is particularly valued at Holiday time for displaying and selling gifts that are put up in attractive boxes.

Card Holders

Nothing more useful at Holiday time than plenty of card and sign holders. We make a large variety of sizes and finishes, in fact, card and sign holders are a big feature with us—the prices so reasonable that you can afford to have a lot of them on hand.

Drop us a line right away for further information regarding the two items in this advertisement and other fixtures that you can use.

Write today for Complete Catalogue of Everything in good fixtures
Great Western Fixture Works
 Home Office & Salesrooms
 133 S. Fifth Ave., Chicago



Show Window Shades and Valances

of our exclusive designs and make are the most artistic and attractive obtainable.

Puffed Linen Shades

made and sold by us—will not fade; they are cleaned easily and inexpensively and last for years, retaining always their appearance of refinement and worth.

Art Valances will give your holiday trims that final completeness so necessary. Not too late to install if you order NOW.

GET THE GENUINE

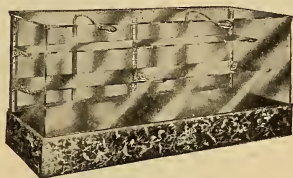
The Art Window Shade Company

2411 North Halsted St.

CHICAGO, ILL.

Write today for catalogue showing great variety of styles and prices.

The Name “Quincy”



“Quincy Special”

upon a show case is an absolute guarantee that the case is perfectly made of the highest grade materials. It is an assurance of satisfaction and perfect service. It indicates the case that has become the standard.

Write for our complete catalog

Quincy Show Case Works

QUINCY, ILLINOIS

CHICAGO, Jackson Blvd.
and Franklin St.

WICHITA, KANS.
301 Beacon Building

JACKSONVILLE, FLA., 20-28 Julia St.

DALLAS, TEX.
907 Commerce St.

PITTSBURGH, PA.
917 Liberty St.

COMPO BOARD

for
**Holiday
Back-
grounds**



SUGGESTION FOR HOLIDAY BACKGROUND—USE COMPO-BOARD

Compo-Board must not be confused with any of the cheap substitutes made of pulp-paper or cardboard. It has stood the test of time and proven its superiority. Compo-Board is in a class by itself. The most practical and useful product to have around a retail store.

Compo-Board is built with kiln-dried slats as the foundation, pressed between layers of air-tight cement and specially prepared paper into a stiff straight sheet $\frac{1}{4}$ inch thick. It is sold in strips four feet wide by one to eighteen feet long.

SAMPLE AND BOOK FREE. TELLS IN AN INTERESTING WAY ALL ABOUT THIS MODERN WALL BOARD.

Northwestern Compo-Board Co., 1404 Lyndale Ave., No. Minneapolis Minn.

AMERICAN DECORATING CO.

1405 Irving Park Blvd.

CHICAGO

Manufacturers of Papier Mache and
Artificial Flowers

**Give Us Your Order
Now**

A store well decorated with Santa
Claus goods, incites the holiday
buying spirit of your customers.

*Send for our Catalogue Now
Lowest Prices*



No. 516

SANTA CLAUS HEAD

Made in half relief and painted in natural oil colors.
May be used either inside or outside the store.

Height.....	33 inches
Width.....	26 inches
No. 516.....	Price \$3.00 Each



No. 517

SANTA CLAUS HEAD

Made in two sizes, painted in natural colors.

No. 517.	12 in. high.....	Price \$0.50 Each
No. 517A.	24 in. high.....	Price 1.60 Each
No. 517B.	38 in. high.....	Price 3.25 Each



No. 246—Festoon of Holly Leaves and Berries with a wreath and two drapes, trimmed with Red Satcen Poinsettias. A complete window decoration. Price, each complete \$4.50

Poinsettias without foliage are used to great advantage with Beech Sprays and Beech Garlands in Window and Interior Decorations.

These are a few numbers from our new catalog.
Write for a copy



No. 258—Poinsettia Spray, velvet flower, fine leaves. 18 inches high, Doz. \$1.00



No. 667—Poinsettia Garland of fine sa- teen flowers and foliage veined in red. 54 in. long Each\$1.80 Dozen18.00



HOLLY SPRAYS

No. 637—3 leaves, 3 berries Dozen \$.20 Gross \$2.00
No. 638—6 leaves, 6 berries Dozen \$.35 Gross \$3.50
No. 651—9 leaves, 9 berries Dozen \$.50 Gross \$5.00
No. 644—12 leaves, 12 berries Dozen \$.75 Gross \$7.50

These illustrations are from actual photographs

YOUR ATTENTION

is called to the high quality and artistic value of our line.

Don't risk having your Christmas Trim not make good by using inartistic decorations—remember that ours are the best and cheapest.

Send in your order early.

L. BAUMANN & CO.

Leading Manufacturers and Importers
357-359 W. Chicago Ave.
Chicago, Ill.



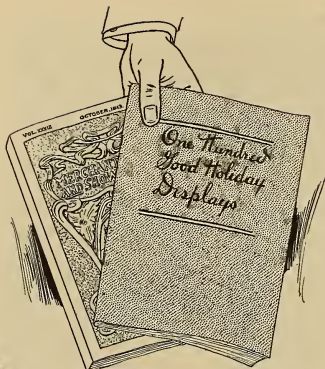
653



255

No. 653—Festoon of Holly Foliage, abundance of red berries, 45 inches long. Each.....\$.75 Dozen.....\$7.50
No. 653A—Same as No. 653, 36 inches long. Each.....\$.50 Dozen.....\$5.00

No. 255—Holly tree, pyramid shape 48 inches high, half round, to be put against wall or background. Each.....\$5.00 Dozen.....\$50.00
No. 255A—Holly tree same as above, but made full all around. Each.....\$8.50 Dozen.....\$85.00



Free to You

Here is a book that you need *right now*. It is just what you have been looking for—and *it's free*

"One Hundred Good Holiday Displays"

is just what the name indicates. It is a collection of beautiful reproductions of more than 100 of the best Christmas displays that have been made by leading window dressers during the past few years.

These displays will be a great help to you in planning your holiday windows. No matter what line of goods you sell, or how big or little your windows are, you will find in this book a background and setting that will suit you exactly. There are a lot of good interior trims too.

How to Get this Good Book Free

It Is Not for Sale

All you have to do to get a free copy of "One Hundred Good Holiday Displays" is to renew your subscription to "***Merchants Record and Show Window***" for one year. Send us \$2 for another twelve issues of the best window trimming journal in the world, and we will send you "One Hundred Good Holiday Displays" by return mail.

If your subscription is already paid up, you can get the book free by sending \$2 to have the date of expiration advanced another year from any date. Or you can get the book free by sending in a new paid subscription.

Next year "***Merchants Record and Show Window***" will be better than ever. In addition to the features you have liked in the past, there will be many new ones—you can't afford to be without this journal—send in your renewal or new subscription now and take advantage of our free offer of the book that will make your holiday windows better.

Our only stipulation—"One Hundred Good Holiday Displays" must be ordered at time of remitting for new subscription or renewal.

The Merchants Record Co., 431 S. Dearborn Street, Chicago

Holiday Decorations

For Show Windows and Interiors



Holly, finest crop I've had in years, extra well berried, fresh from the trees, cases, 16 cubic feet, solidly packed, \$3.50; one-half cases, \$2.00; one-fourth cases, \$1.25.

Southern Wild Smilax, no finer decoration for stores, show windows, churches and halls, has wonderful lasting qualities, put up only in four size cases by **Carter**.

Case No. 1,	\$4.50	enough to cover wall space of	600	square feet
" " 2,	3.50	" " " "	400	" "
" " 3,	3.00	" " " "	300	" "
" " 4,	2.50	" " " "	200	" "

Evergreen Wreathing , heavy grade, per coil of 20 yards	\$ 1.00
" " " " " 25 coils	22.50
" " " " " 50	40.00

Holly Wreaths, made of fresh, fancy, well-berried stock, single wound on wire rings.

Per dozen.....	\$1.50
Double wound (extra fine) per dozen.....	2.50

Bronze Galax Wreaths, Magnolia Wreaths, Evergreen Wreaths, furnished at same prices.

Our Wreathing and Wreaths are made by experts, who have 10 years' experience, and are shipped direct to you from Chicago.

Magnolia Foliage, very fine in decoration, put up in same size cases as Smilax at same price.

Chamaerop Palm Crowns, per dozen.....\$2.00

Chamaerop Palm Leaves, per 100..... 2.00

Sabal Palm Leaves, the large kind, per 100..... 2.50

Mistletoe, well berried, per bushel hamper..... 2.00

Fadeless Green Sheet Moss, free from trash or sticks, per sack of 100 square feet, delivered by express..... 4.00

Long Needle Pines

A Beautiful and Novel Decoration. Large dark, glossy needles and beautifully marked stems; they last for months. Two to four feet high, assorted.

Per dozen.....	\$1.25
Per 100.....	7.00

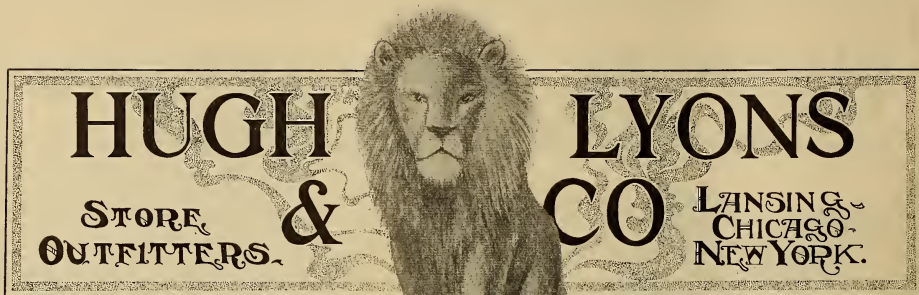
**Low Express Rates
Prompt Service**

If you have used these greens before you already know their beauty, if not there is a great pleasure in store for you. **Write for Catalog.**

Orders accompanied with the cash, parties can deduct 5 per cent from the bill.



GEO. M. CARTER, Evergreen, Ala.



The Tango

Draping Form

This form is created to fill a much felt want of the up-to-date window dresser who is anxious to simulate the latest and most authentic lines of the uncorseted figure in his draping.



**Metal
and Wood
Display
Fixtures**

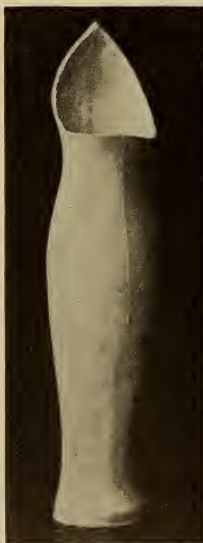
**Papier
Mache
Forms**

**Wax
Figures**

**Window
Dividers**

**Store
Stools**

**Clothing
Cabinets**



**Triplicate
Mirrors**

**Floor
Cases**

**Wall
Cases**

**Outside
Show
Cases, etc.**

*Send
for Our
Latest
Catalogues
and
Sup-
plements*



Note the unusually high and large waist allowing the wide crushed girdle effect so lately in vogue.

The "stomach shape" giving the natural contour of the uncorseted figure much sought after by smart dressers.

The "stomach shape" was originated and made famous by Ten Eyke and Holbein. It was a world wide vogue at that time and bids fair to be equally popular again.

The feature every window trimmer will note at first sight is the mild contour of the lines making for easy and convenient draping

without pulling out of shape or damaging the materials.

The back view of the "Tango" gives an unusually graceful and willowy sweep of lines and many clever effects may be produced by draping in this position.

This form, while hobbled and small at the base will stand erect.

Made of heavy papier mache. Made in two halves and may be fastened together in such a way as to make a complete form. Stands 63 in. high. Bust 37 in., Waist 34 in., Hips 42 in., Bottom 32 in. Price each side \$2.50.

New York Salesrooms, 686 Broadway

Lansing, Mich., 804 E. South St.

Chicago Salesrooms, 313 Jackson Blvd.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXIII
NUMBER 5

NOVEMBER 1913

Single Copies
Twenty-Five Cents

THE TARIFF CHANGES

THERE SEEMS TO BE CONSIDERABLE DOUBT AS TO THE CHARACTER AND EXTENT OF THE CHANGES THAT WILL BE CAUSED BY THE NEW SCHEDULES—HOW SOME MERCHANTS VIEW IT

IT HAD BEEN PREDICTED in some quarters that the changes in tariff that went into effect Saturday, October 4, would be made much of as advertising capital by merchants everywhere. As it has turned out, this prediction has not been verified. For a few days after the bill went into effect the new tariff was touched upon in the advertising of some retailers. These, however, were comparatively few, and it was noticeable that, with very few exceptions, those who had something to say as to the effect of the tariff on prices handled the subject in a decidedly gingerly manner. So far as furnishing advertising material was concerned, the tariff changes were practically a total loss, with the exception of a few of the sensationalists of the "Slaughtered Prices" type.

Every practical merchant has his own opinion as to how far prices will be affected by the tariff changes, but there are very few who care to advertise their views with any degree of positiveness. So far as we have been able to discover no conservative merchant has yet, in print, committed himself to any very important reductions in prices. At the time the new schedules went into effect, most of the big retail stores in the east printed announcements of one sort or another concerning the *probable* results from the change. These announcements were for the most part decidedly vague, their main substance being an assurance that in case there were any changes in price, the customer would receive the benefit of them. The following announcements are typical:

JOHN WANAMAKER, NEW YORK AND PHILADELPHIA

The new tariff went into operation here last Sunday. Assisted by the Custom House brokers, who gave up their half-holiday and worked into the night, many goods have been

added to our stocks. Our new goods are coming through the customs under the new ratings as fast as possible every day.

With Saturday's further work on goods already in stock, much more of our merchandise has been placed upon the new basis. It must be remembered that the new Tariff Act on prices of woolen cloths, women's woolen dress fabrics, rugs, etc., is not to be in effect until 1st January next.

All Tariff Acts are complex and difficult to understand. It must be borne in mind that the reduction in the Tariff does not affect the cost of the goods at the first hands, or the manufacturers. Neither does it lower ocean and railroad freights, insurance, boxing and costs of service in purchasing goods abroad.

There will be no juggling here. Whatever the Tariff actually takes off shall be taken off of our prices.

The reductions in many instances of single articles are small, but in the aggregate the saving is considerable. On the \$73,000,000 worth of goods held in bond in the New York Custom House alone awaiting the signing of the Tariff Bill, the saving will total at least \$5,000,000, which, if merchants are fair and the Tariff reduction has no offsets of higher prices abroad, should go into the pockets of the people.

STRAWBRIDGE CLOTHIER, PHILADELPHIA

Let us repeat what we said on the 8th day of May, while Congress was working on the new Tariff Bill:

As a citizen one may have opinions regarding Tariff and Customs Duties, though as a merchant he need have none. We are distributors. Whatever changes may be made and however these changes may affect prices of commodities, it is our business to see to it that our customers shall have every possible advantage; and in so far as it is in our power as distributors, to protect them against any possible disadvantage. Our prices are always as low as direct buying at centres of production and economical overhead charges can make them. We shall continue to take every advantage of market conditions and bring the world's best merchandise to your door at the least possible increment of in-between expense. We shall favor and encourage American production as in the past. But if the future purchasing power of your dollar is to be greater, this store can be depended upon to help you reduce the cost of living; and if perchance your dollar shall be harder to get, this store can be depended upon to make it bring to you the utmost value.

Anyway, it cannot be said that tariff changes one way or the other especially favor the merchant. Your interests are our interests. We are merchandise distributors, and competition is free.

GIMBEL BROTHERS, PHILADELPHIA

Something like eighty millions in merchandise was landed from ships and put in the government warehouses, to await entry after the lower duties imposed by the new tariff became effective—for, outside of argument over a few small things the tariff bill was finished weeks ago.

On the other hand, such goods as by chance were to bear higher duties were rushed in ahead of the tariff.

All in all, this is a *shopper's season*.

It has become an axiom that a business is never so flush

as when it has just started; and, by the same token, the public will get its greatest benefit from the new tariff right now.

Many big holdings of goods took a "book loss" of thousands of dollars the night the President signed the tariff—theoretically, all foreign goods on hand are worth as much less as the difference in tariff. Practically, in the long run, many goods so held in America will be given new form—"made up"—and the loss will be offset by the accruing gain of manufacture. If a foreign cloth is sold as a cloth the seller takes the loss. If, however, that same cloth is made up into garments, it has changed from "merchandise" to "raw material" and the profit on the evolved garment may more than offset the changed value.

Just now, however, very many goods—tariff-touched—will be forced to sale at prices to tempt buyers; giving the public such bargains as will not be possible later on.

It is for this reason that the shopper will profit most by immediate buying.

It will be noted that in the foregoing, which are similar in character to other announcements, there is a decided disinclination to "say anything." This seems to indicate that the tariff will bring few material changes. Some prices will be lowered slightly—some will be raised slightly—others will remain as they were. A year ago, when Mr. Wilson was elected President, it was very generally conceded that there would be a general lowering of the tariff. Even at that time, regardless of their opinions as to the reduction, businessmen generally proceeded to rearrange their affairs in such ways as would anticipate the proposed changes and, so far as possible forestall any material losses. When the change came they were generally ready for it. This applies to merchants on both sides of the water. Under the old tariff, the great exporting houses of Europe were able to ship their merchandise into this country at a profit in spite of the duties that had to be paid. The lowered duty offers these merchants the alternative of maintaining their present prices and possibly extending their trade and forcing down the prices of the American manufacturer, or of advancing their prices and taking a longer profit on the same volume of business. With the exception of a few lines of merchandise, it is problematical as to just what benefits the consumer will ultimately receive. This being the case, it seems an ill-advised policy for stores to make a big bluff in advertising goods at a third reduction on account of the new tariff. Here is an advertisement issued by one of the big stores of Chicago a week after the tariff went into effect:

**SLASH GOES THE TARIFF AND BRINGS US
\$200,000 WORTH OF DRESS GOODS FOR
\$135,000.**

Just the moment the tariff bill was signed importers and manufacturers in the East began to figure about how quickest to dispose of their present stocks, for the tariff on dress goods which goes into effect January 1st will be slashed from 99.7 per cent to 35 per cent—and the quickest way was to sell for spot cash—that's why we secured these new fashionable black and colored dress fabrics at prices as low and in some instances even lower than will prevail after the tariff law goes into effect. Here now you will find the dress fabrics most in demand at prices little more than half what every other store is asking. Our tremendous outlet—we sell more dress goods than any other retail firm in Chicago—enables us to be always in the market, always on the lookout to gather in any exceptional values just the moment they are offered, and because manufacturers and importers know this, the first choice comes here, always—so commencing tomorrow our prices are based on the new tariff law, which means that

dress goods will be marked from ONE-THIRD to ONE-HALF lower here than at other stores. Can you afford to buy dress goods elsewhere? But a brief hint of the savings follows:

Here is a store that is virtually promising its customers a reduction of from one-third to one-half on all dress goods. It will naturally be assumed by the reader of the advertisement that this reduction will be below the prices that were formerly made by this store. Considering that this store habitually claims prices far below the regular value of merchandise, it will have to "go some" to take off another third. This sort of advertising would no doubt prove highly gratifying to the framers of the new tariff bill as concrete evidence of the practical benefits conferred by this measure upon the "ultimate consumer." However, when it comes to making good on such advertising, the buying public must be the judge.

We are of the opinion that the tariff should be handled with a good deal of discretion in advertising. Promises of considerable price reductions can only be based upon guesswork and it will hardly pay any advertiser to hold out false hopes that may fail in their realization.

S S

DURING "Fall Shopping Week" held by the merchants of Joplin, Mo., a window dressing contest was held and a silver loving cup was offered for the handsomest window display. The prize was won by the Joplin Hardware Company.



Plate No. 7405. An Exterior Trim by Chas. Banks for S. N. Wolbach & Sons, Grand Island, Neb.

This store has two front entrances and in front of each is a large outside showcase. On each of these was placed a Santa Claus which was ten feet in height. These were built by Mr. Banks. The heads were of papier mache and bodies were made in proportion from barrels. They were dressed carefully and served their purpose most satisfactorily so far as the children were concerned. The large sign, "A Merry Christmas to All," was illuminated with red, white and green electric lamps, the white being in the middle. An average of ten 8-candle power lamps were used to the letter. The large star in front was placed so that it could be seen for a long distance up and down the street. It was lighted by about sixty 8-candle power lamps. A number of large evergreens were placed along the front. Altogether, this made a very satisfactory front. It served its purpose in every way.



Plate No. 7406. Opening Display by Harry Jones for Mandel Brothers, Chicago.

This is one of a notable series of displays made by Mr. Jones for the Autumn Opening. It is to be regretted that the other windows of this set could not be photographed satisfactorily owing to the dark shades of the beautiful tapestries that were used for the backgrounds. All of the tapestries used were old works of art that represented a value of many thousand dollars. The window shown here is on

the State street side of the store. Its chief feature was an elaborately designed mantelpiece that was designed and built under the supervision of Mr. Jones. It fitted in admirably with the rest of the window. At either side was a tall candleabrum in the same style of decoration. The remaining details of the display can be seen at a glance. Many compliments were received on this series of displays.



Plate No. 7407. Interior Decoration by A. Millermaster for Ed. Schuster, Milwaukee, Wis.

This picture shows a scheme of electrical decoration and illumination that was used over a fashion promenade in which living models displayed the latest gowns. Small frosted lamps were arranged on bendable strips to form a series of arches. Around the tops of the columns, horizontal bars were ar-

ranged in pergola effect. These were decorated with autumn foliage. The platform used by the models was elevated some distance above the level of the floor. This enabled visitors to get a better view. Natural flowers were used on cases and counters.



THIS IS AN EXCELLENT EXAMPLE OF MR. MCCARTNEY'S WORK—NOTE POSING OF THE FIGURES.

A Notable Series of Displays

ON THIS and the opposite page are shown six displays from a notable series made recently by Joseph Horne Co. of Pittsburgh. These displays were designed and installed by Edgar M. McCartney, head window dresser for this house, and his assistants. In many ways these windows represent a remarkable achievement in window dressing. Their rich simplicity and the excellent taste in which all of the decorations were carried out are deserving of the highest praise. All of the pictures are so clear that no description is necessary. Possibly the feature that will first strike the average merchant or window dresser is the manner in which the merchandise. How little there is of it! One merchant who looked over the pictures before they were printed said:

"Well, those are certainly fine, but if I should

try to use my show windows in that way, my competitors would be tickled to death."

So they would, for the merchant in question has a popular price store in a big-little city of the middle west. There are few stores that would find it a good policy to trim windows like these shown in these pictures—but Joseph Horne's is one of those few. Horne's is a store that specializes in the finest and most costly merchandise that the world produces. The people catered to are those who want what they want and are willing to pay for it. They are not looking for "bargains"—they want quality and style. Horne's is a store of class and windows such as Mr. McCartney has produced on this occasion are calculated to serve their purpose better than would any other kind.

Mr. McCartney is an adept at this class of work.





NOTE THE PERFECT LIGHTING EFFECT—NO GLARE OR REFLECTION.

He is an expert in the handling of all the little details that go to make perfection in window display. Note the pleasing posing of the figures. Take for example the middle figure in the first picture. This form might have been placed in many different ways, but in no way which would have been so effective as the one Mr. McCartney has chosen. The reflection in the glass doubles the effect. In all of the other windows, the figures have been admirably placed. Wherever a mirror has been used on the background, some figure has been placed to make the most of the reflection. Where accessories have been shown, their placing and arrangement leaves nothing to be desired.

A feature that should be mentioned in connection with these windows is the perfect manner in which they are lighted. The illumination is no glare and shadows are practically absent. A defect that is almost universal in show windows has been successfully remedied in those of the Horne store, as is indicated in the pictures. That is—the reflection from the window lights that almost invariably shows in

the glass partition above the background. The person standing in front of the average window and chancing to look at the upper back part is struck by the disagreeable glare reflected in the partition glass. In some windows this is much worse than others, but it is an exceedingly common fault. In the Horne windows this has been eliminated by the use of shirred curtains over the partition glass, *inside the windows*. Aside from preventing reflections, these curtains add to the appearance of the windows.

§ §

IN SOME of the larger stores it is required of department managers to keep a calander showing every day's business planned for sixty days in advance. How far ahead do you plan your business?

§ §

THE store that has a toy department will find that a "Dolls' Hospital" will draw a good many people. A small fee charged for various kinds of repairs will take care of the expense.





Plates Nos. 7408-9-10. A Series of Windows by W. L. Blayney for Hale Bros., San Francisco, Cal.

These photographs show several of a series of windows that were recently used by this store and which attracted a great amount of notice. The upper picture shows a section that was designed to suggest Pompeian garden. The in-

terior (shown at the bottom), was handled in rich tones of browns and tan. In the middle of the back was a doorway with an onyx column at each side, and three feet back of this was a painting of a garden with a path leading into the distance. The long, narrow picture shows several other windows of this series. The drapes used in these windows resulted in so many people going into the ready-to-wear section to purchase the supposed gowns, that it was later necessary to pin a card on each, stating that it was draped and not made

up. They were of beautiful brocaded material. The Pompeian semi-garden effect was carried out in all of these windows and it is to be regretted that the colors are lost in the pictures as they were in delicate pastel shades that produced an exceedingly pleasing effect. In one of the pictures a considerable part of the facade of the building is shown. This is an interesting piece of store architecture. It will be noted that the prism lights are placed above the top structure of the windows.



Plate No. 7411. A Novel Setting Designed by Harry Jones for Mandel Brothers, Chicago.

This is an unusual setting that was recently used by Mr. Jones in several of his windows. The effect was in an ivory tint throughout. The three panels had frames that were relieved by a little simple ornamentation—just enough to take away a too-plain effect. In the middle of each panel was a small ornament finished off with a plain arrangement of silk cord with tassels. The shirring that was used to fill the

panels was very close and even. All of the forms on which the waists were shown were fitted with glass bases. Mr. Jones is an enthusiast over the use of glass fixtures. They are neutral in effect, are easily cleaned and kept in order. He further says that the breakage is practically nothing, for the reason that helpers know they *can* be broken and are therefore unusually careful. This made a highly effective setting.



Plate No. 7412. A Clothing Display by D. M. Hansen for A. Schradzki, Peoria, Ill.

Here is a simple little setting that requires little description. In the middle of the background was a floral unit surmounted by a birchbark box filled with fall flowers. Below the box was a draping of plush that was spread out over the floor. Three overcoats were shown and in addition there were three hats, three pairs of shoes, a few gloves, etc.



Plate No. 7413. Hall Decoration by Daniel J. Hinchey, with Porteous & Mitchell, Norwich, Conn.

As winter advances the decorator will frequently be called upon to decorate for social occasions of various kinds. Here is a hall that was decorated for a ball. The main decorations were in green and white and more than 7,000 yards of material were used for this purpose. The room was surrounded by booths which were also decorated.



Plate No. 7414. A Handsome Christmas Setting by W. H. Hinks for John W. Thomas & Co., Minneapolis, Minn.

Here is an exceptionally striking and effective setting for a display of Christmas merchandise. It was done entirely in white and red. It will be noted that the decorative structure is of a character that takes up very little of the display space. The long panel design in the middle had a backing

of deep red which threw it into strong relief. White grapes and foliage were used at the tops of the columns. In front of each of the columns was a bright red poinsettia in a Japanese basket. A large variety of merchandise suitable for gifts was shown. Note the admirable lighting of this window



Plate No. 7415. A Crane Stationery Display by Malcom J. B. Tennent, for Meier & Frank Co., Portland, Ore.

This window had a mission background with California scenery. Monks' heads in relief were used to good effect along the top of the background, but the main feature consisted of five cranes each holding a card with a catchy saying

concerning this particular brand of stationery. Nothing but Crane's stationery was shown and, although it appears somewhat crowded in the picture, it did not appear so in the window.

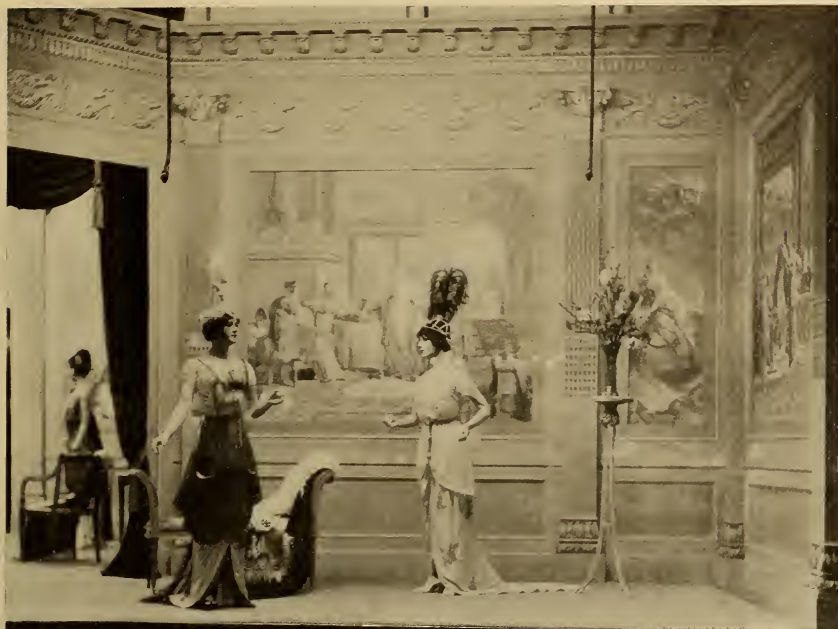


Plate No. 7416. One of a Remarkable Series of Windows by A. V. Fraser for Marshall Field & Co., Chicago.

Prior to the opening of each season, not only decorators but the general public looks forward with keen anticipation to the unveiling of the windows of Marshall Field & Co. And these windows are well worth looking forward to, for they are without exception beautiful and different from those that have gone before. In his last fall window, Mr. Fraser strikes a note that is new in window dressing. This picture above shows one-half of the window at the corner of State and Washington streets. This window is on the Washington street side and the one that can be seen at the left faces State street. The paintings that served as the principal feature of the background were done throughout in soft tones of grey and the architectural details were in perfect

harmony both in tone and design. The posing of the figures was exceptionally well handled. The use of wax figures in their windows is something new for this firm. For many years they used only the headless forms and the wax heads were adopted only a few months ago. The innovation is in the nature of a decided improvement as there was always something incongruous in a beautifully gowned woman surmounted by a small knob in place of a head. Indeed the head is most essential in showing all formal costumes and the coif and headgear constitute an important part of the general effect. This point is clearly illustrated in the above picture. Exquisite gowns were shown on all of the figures. Every detail was perfect.

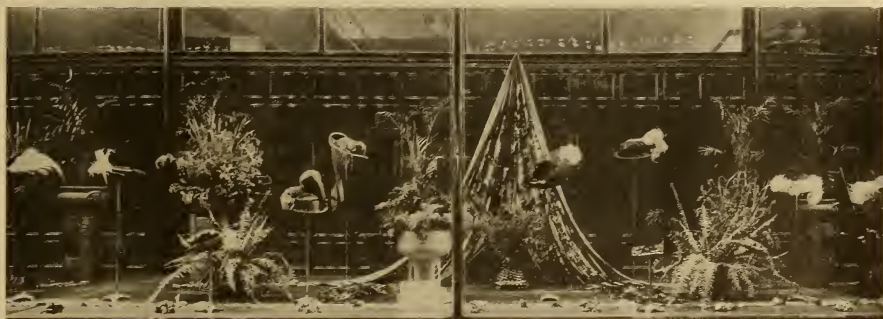


Plate No. 7417. Millinery Display by John W. Turley for Brown Thomson & Co., Hartford, Conn.

The backgrounds of this set of windows is dark cherry and the floors are of hardwood, highly polished. A green velvet carpet is used on the floor. The jardinières and pedes-

tals were green and the baskets and vases were Japanese burnt bamboo. Palms, ferns, goldenrod and a little autumn foliage were used. The whole effect was rich and seasonable.



Plate No. 7418. An Effective Display of Fall Costumes by John W. Turley for Brown Thomson Co., Hartford, Conn.

The back of this window is handsome, dark cherry, and this was used without embellishment for this display. The decorations used were ferns, palms and flowers and foliage of various kinds. Handsome costumes were shown on the three figures at the right. The figure at the extreme left

was draped from uncut materials. About eight yards of new, light weight silk plush in a medium shade of green, was used for the lower part of the drape. The remainder was composed of lace, fur, black silk girdle and one beaded ornament. The flowers were in Japanese baskets.



Plate No. 7419. An Opening Display by Leslie A. Manne for Chas. Trankla Co., Grand Rapids, Mich.

One of the principal features of this display was a large, old-fashioned window. At either end was a frame work

arrangement of unusual design. At the back were palms, flowers and foliage.

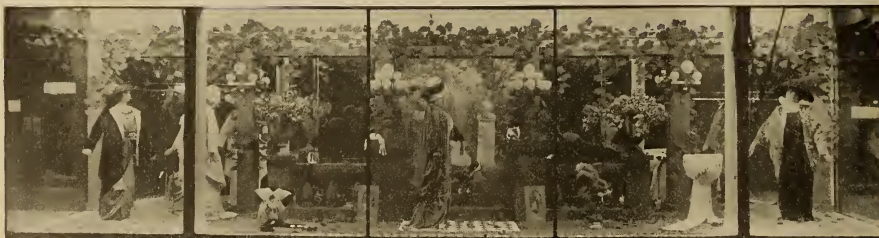


Plate No. 7420. An Opening Display by W. Z. Coy for Bernheimers', Kansas City, Mo.

This was an exceptionally attractive setting for a showing of fall suits. The background structure was covered artistically in an imitation stone effect and was decorated with a

profusion of flowers and foliage. Along the back, lamps were arranged in attractive clusters which presented a most attractive appearance when lighted.



Plate No. 7421. A Fall Display by C. E. Green for H. Liebes & Co., San Francisco, Cal.

This window of French walnut trimmed in old gold, was converted into a balcony or veranda with French windows and doors, for this occasion. The temporary trimmings were

made to correspond closely with the permanent back. The floor had a covering to imitate granite. Only the handsomest merchandise was shown.



Plate No. 7422. Sporting Goods Display by A. A. Haines for Foster, Stevens & Co., Grand Rapids, Mich.

This is a neat little display that is well calculated to stir the pulse of the average sportsman. Fir trees were used as a background and about the middle of the display was a birch tree trimmed with artificial foliage. A stuffed albino

deer was placed in a prominent position. Logs, bark, moss and pine needles were scattered over the floor carelessly. The arrangement of the merchandise shows for itself. This window was put in at the beginning of the hunting season.

The Principles of Men's Wear Display

By Harry C. Davis

This is fourteenth of a series of twenty-four articles that will cover every phase of the display of men's clothing and allied lines. Mr. Davis is a conceded authority on this subject which he will handle in detail from beginning to end. The articles will be fully illustrated with drawings, diagrams and photographs and will be written in a manner that will prove equally valuable to the merchant and window trimmer.

"How Much Is Enough?"

It is far more difficult to be simple than to be complicated; far more difficult to sacrifice skill and cease exertion in the proper place, than to expend both indiscriminately. We shall find, in the course of our investigation, that beauty and difficulty go together.

—Ruskin

"**H**OW much is enough?" Under this heading an excellent article appeared in a recent issue of this paper. I do not know who wrote it, but as my eyes followed the lines of good sound sense contained therein, I seemed to see tracks such as our editor makes when—when there is no convention in town. But no matter who wrote it, he took a straight course and reached his objective point without a single wobble. His aim was true and he certainly hit the bull's eye. But this question is one in which, I think, we are all much interested; and a thing about which too much cannot be said, especially to, and for the benefit of the younger men in the business. Therefore I am going to take a little fling at it myself.

There is probably nothing connected with the business of making displays which at first thought would seem to lend itself more to discussion than the simple yet difficult matter of showing enough merchandise to make the display space yield the maximum of profit without overstepping the bounds of propriety or taste; without overdoing one way or the other; without showing too much or too little. But while the thing is much discussed—if mere exchange of words can be called discussion—we seldom hear from anyone a very lucid explanation of what in his opinion constitutes enough. I think this will be admitted by all; and to some, even to those who admit the truth of it, it may seem strange. In fact, experience has convinced me that there are *many* to whom it seems strange. But to me it does not. The only strange thing I can see about this whole proposition is, that anyone can imagine that a fixed rule can be applied, made to govern the amount of merchandise to be used in displays made in a space of any given size. And I have more than one reason for thinking this is strange. My first and main reason I shall give you in the form of a double-headed question. If there is any one thing that the window trimmer must learn first of anything; and if there is any one thing that

will contribute most to the success of a trimmer after he masters it, is that thing not "how much is enough?" I think it is. Yes, sir, to be successful the trimmer must be expert in the matter of judging how much is enough. It is not an easy thing. It is like anything else of value, hard to get. Knowing "how much is enough" is one of the most valuable possessions for the trimmer. He can always get a good price for it and still keep it, once he gets it. Even the most successful or expert trimmer may not be always able to say in advance just how much is enough for a display on which he is about to begin, but he ought to be able to furnish a pretty close estimate; and he certainly ought to know when to stop, know *just* how much is enough when the enough point is reached. The trimmer who has the ability to stop putting things into a display when there is just enough in it to make it attractive, pleasing, strong in pulling power, knows how much is enough because he recognizes it when he sees it. And when he sees it, gets it and stops, then he can make it plain to you, explain why more or less would weaken rather than strengthen the artistic and the selling value of the display. But he could not explain the thing to you beforehand in a way you would understand, even if he knew, could *see* just how much merchandise he was going to use and where he was going to place it. In other words, he can *show* you, but he cannot tell you—for it is a thing that is impossible for anyone to do. The man will never live who can give you a recipe; for every display requires a different "dope." Might as well ask a painter how much paint is enough to make a picture of some certain size as to ask how much merchandise is enough to make a display in a space of a given size! Could he tell you how many brushfuls it would take to cover the canvas and get the effect, the result aimed for? And is making good (note the "good") displays so very much different from making pictures? But, someone may say, opinions differ as to what constitutes enough in a display; some like heavy trims while others like light ones. Yes, opinions worse than differ. Too many of them are not opinions at all. Many people think they have an opinion when they have merely a fancy. If a man has what he thinks is an opinion, but finds that he can neither draw

a clear word-outline of it nor demonstrate it with obtainable materials, then I wouldn't give a hoot for even its resemblance to an opinion. You'll probably meet quite a few of him in your travels, Mr. Beginner. I have.

USE PLAIN COMMON-SENSE

Now, if you have yet to find out how much is enough and want to learn, I don't think you will find a better way to go about it than to use all the plain, everyday, common sense at your command, together with as much taste as you can muster in every display you arrange. If you do this you will find out in due time. And you will also learn that which constitutes enough in, say a display of shirts arranged in a 6x10 space today will be either too much or not enough for the shirt display you have in your mind's eye for the same space next week. I think nearly all *trimmers* will agree with me in this, even if some readers who are not trimmers fail to see the soundness of such reasoning. While nearly everyone connected with a retail business of any sort recognizes the value of show windows and good displays, it is difficult to make some merchants, buyers, salesmen and others understand why it is necessary to vary from time to time the amount of merchandise used to make displays in a space of some certain size. When you tell them it is necessary because advisable you tell them a large truth in a few words, but they seldom seem to get much out of it—simply because they view the thing from a prejudiced angle and insist upon looking at it from just one particular viewpoint. If you could display six garments in a certain space last week, why do you ask for only four this week? Have you not had such a question put to you more than once, brother trimmer? Of course you have. So have I, many a time. And the same thing will happen to us many, many more times. I wonder if some of these fellows wouldn't ask an artist why he painted only four sheep in one picture when he found room for ten on another canvas of the same size. Then here is another thing we've experienced and will bump into again: Mr. Somebody will kick because we ask for four garments to show in a space where formerly we found room for six; but we will stick for four, get them, finish our display and then see Mr. Somebody wear a countenance that bespeaks his belief that, if we are not soon held in check the business will go to the bow-wows—until a friend of his happens to come along, see the display, remark about the beauty of it and make a selection, a *purchase* therefrom. Then, behold!—the blind will see—how much is enough. As for the kicks with which we have to contend; well, kicks and putting up with them is a part of the business and, to use a popular expression of the day and the best, most consoling thing ever invented, "We should worry." Yes, we should worry like the chap who bets his last dollar on a sure thing and wins. If we are quite sure we are right we need have no

worries about the final result. But let's *be* quite sure we are right before we "make a stand" in defense of our judgment as to how much is enough.

This question, in a slightly modified form, has been put to me many times by both merchants and trimmers. A merchant will ask: "How many garments do you think should be used in a space 6x10 feet?" My answer will be: "From two to six." He is looking for information, for advice. I give him all I can. I show him both ends of my limit; tell him both how many and how few garments I think should be used and—let him take his choice. He says "Much obliged," favors me with a queer, questioning sort of look; leaves much wiser (?) than when he came and—believing his adviser to be a fool. If he were competent to receive more intelligent advice it would be worth while spending the time required to give it to him; but there is where the rub comes. There is a side to the proposition which the average merchant knows absolutely nothing about and you couldn't make it clear to him if you talked until—well, until, believing he was escaping from bodily injury about to be inflicted by a mad man, he grabbed his hat and hastened out of your presence, leaving you alone with your disgust of his stupidity. Thus are most merchants and trimmers in general able to meet and view together a thing, an understanding of which means much to the welfare of *all* merchants as well as to the welfare of the smaller fry, the trimmers.

Trimmers seldom ask "how much is enough?" in so many words, but they often ask, "Do you believe in light or heavy trims?"—which amounts to the same thing. This question is less difficult to answer, especially when it comes from a trimmer. For, if the answer be, "I believe in showing as much as possible at all times, without crowding; and in cutting out some of the decorative features, for the sake of emphasizing the bargain feature as strongly as possible, in special sale displays," the *trimmer* will understand that something other than mere preference or fancy is employed to determine "how much is enough" or in other words to determine whether the trim shall be light or heavy.

THE ARTISTIC SIDE

Now, the side mentioned as being something the average merchant knows nothing about is that which may be called the artistic side; and upon the amount of consideration it receives must to a great extent depend the amount of merchandise to be used in a display, a window, a space of given size. And to make a display at all effective, no little amount of consideration must be given to it, no matter whether the display be light or heavy. Something of "the artistic" must be there in a "feelable" degree, else the display, of whatever sort, will not have in it all the attractiveness, effectiveness, value possible to put into it. It may be putting it a trifle strong to say the average merchant knows nothing about this side of this

big proposition. I really think *all* merchants know enough about it to know it exists; but the trouble is, they too often think "the people" neither know nor care anything about it, especially those merchants whose places of business are not located in a tony shopping district. But it is a mistaken "think," a mere fancy. For wherever you find the artistic, there, also, you will find the beautiful. The beautiful, no matter in what form it may appear, will attract and please. Why this is so is difficult, yes, impossible to explain. Nevertheless, it is true. In Mr. Ruskin's "Modern Painters" you will find: "Any material object which can give us pleasure in the simple contemplation of its outward qualities without any direct and definite exertion of the intellect, I call in some way, or in some degree, beautiful. Why we receive pleasure from some forms and colors, and not from others, is no more to be asked or answered than why we like sugar and dislike wormwood." And right in this little speech we have the whole story. To make the proper appeal the display must contain "in some way, or in some degree" a quality "which can give us pleasure in the simple contemplation" of it "without any direct and definite exertion of the intellect." That quality is, of course, *beauty*. To have *only* beauty in a display will not do, however. We must keep in mind that both the object in making a display and of getting beauty into it is to sell merchandise. We must, then, show as much as we can and use what we show, and want to sell, *to produce beauty with*, as far as *just* that is possible. If we work along these lines I don't think we shall concern ourselves much with "how much is enough" or with the matter of whether the display shall be "light" or "heavy." These things will take care of themselves.

BEAUTY NOT ALWAYS POSSIBLE

There are times and conditions which preclude necessity for a high degree of beauty in displays. In sale times, for example, when we make our appeal with reduced prices, beauty in a lesser degree than "in season" will answer. In fact, absence of the usual degree will often serve to attract those who form the habit, consciously or otherwise, of looking for it in a certain place. If passers-by see less beauty than usual they will wonder at the change, and their curiosity to learn the cause of it will lead them to investigate. And, if upon investigating they find goods priced at less than they appear to be worth, little else is necessary to hold their interest. The same end, then, will be accomplished but with different means than formerly. At such times more than at any other, I think, we should concern ourselves with "how much is enough." But even then this alone should not receive as much attention as "how much can we show and show right"—in a way that will make every garment appear worth what we claim it formerly sold at. We must keep in mind the fact that no matter how low the price, a *garment* will not make a very strong

appeal if it be so shown that it does not look fit to wear. We must not *throw* a lot of garments into the window because we've cut the price; nor can we *stack* a lot of merchandise in a window and expect anyone to see half of it. The aim should be to *show* as much as possible, without making desirable merchandise look like so much *stuff* being offered at reduced prices because it is worth no more than is asked for it. If you make the garments look like *peaches* rather than *lemons* in sale time, you will find out how much is enough for sale time just as you will find out how much is enough when your aim is to make a *beautiful display* at other times.

As for there being any good reason for one store using more or less merchandise than another in displays, I can only say I have yet to find *it*, or anyone who has found it. I do not believe that because a store is located in a so-called aristocratic shopping district, the windows should be so sparsely trimmed as to make it appear that the store is short of goods. Neither do I think that because the store caters to "the masses" it is wise to so *fill* a display space as to leave no room for some degree of beauty. Nor can I figure out why the man with the dinner pail should be expected to distinguish forms and colors in a confusing jumble of both more readily than the man with the bull dog and cane.

"SHADOW" TRIMS

In some of the better-class stores the aim seems to be to *leave out* as much as possible. Is this sort of thing good business; or does it lend any material aid to getting beauty into displays, or in turning stocks into cash? I think not. As for the beauty part of it, there is very, very often quite as little real beauty or character in these "shadow" trims as there is merchandise. Many seem to overlook the fact that, no matter what the degree of beauty in garments or articles may be, it can be enhanced by proper grouping or arrangement of them. But there are some who say these extremely light trims are "classy." How foolish! The really *big* man for whose benefit they are made, the man who buys "good stuff" seldom thinks or cares for this sort of thing, affected "class." When he goes into a store he wants and expects to see merchandise; and, if he takes time to look into a display window he does it because he wants and expects to see merchandise. Why not, then, have enough displayed to interest him, once he is attracted. Why not make the displays for not only his benefit, but yours, too? Why not aid him all you can in making his selections quickly? His time is worth money and so is yours. Better for both, if he gets your goods and you get his cash with all the despatch your wits can create. Then, too, there are tastes and tastes to be suited in the "fine trade" as well as in any other. And you will find that Mr. Av. Enue likes as wide a range of patterns, models, etc., to choose from as Mr. Bax

Treet. If you watch him, study him, you will find that if he is out to find something that will strike his fancy, he will not consider it beneath his dignity to "rubber" into your windows, especially if he be attracted by a beautiful display. Why, then, be afraid to show him enough to interest him once you attract him? Why not show him enough to convince him that you have a *stock of goods*, that yours is a real store, that you are a *business man*?

If you show the heart, the very life of your stock, Mr. Stox N. Bonds will feel more like leaving with you a leaf from his check book than he will if you show the skeleton. He likes life, action, hustle and he usually appreciates beauty. Put these things into your

A Flower Show

A FLOWER SHOW, when well managed, always makes a good attraction for a store. Nearly everyone is interested in flowers and many people will be drawn to the store by a show of chrysanthemums or other posies, when other inducements might fail. Wanamaker's Philadelphia store, in September, held a "Dahlia Show" that was a notable success. More than ten thousand dahlias were shown. The flowers were grown in New Jersey especially for this store and experts from the flower farm were on hand to give any information that visitors might require.

It was a sale as well as a show—not of the blooms, but of the bulbs from which the dahlias grow. Lists



THIS DISPLAY SHOWS A CONSIDERABLE AMOUNT OF MERCHANDISE, YET IT IS NOT CROWDED—THE WINDOW WAS TRIMMED BY HARRY H. HELM WITH LIFMAN WOLF & CO. OF PORTLAND, ORE.

displays and see how quickly they will attract him, "get" him. You'll not have to *crowd* your windows to do it, neither will you have to worry about "how much is enough." The nature of the goods used in a display must, in some degree, govern the manner of showing them. Special features should receive due attention; everything should be *shown*, not merely put into the display; we should work always for the highest degree of beauty, and with an effort to produce it with as much, rather than as little as we can. If we work along these lines, I think we will do what is best for "the good of the business" and, at the same time, find out "how much is enough."

This "how-much-is-enough" thing seems to have stirred up quite a tempest in the little black sea, here in my ink bottle, and I am afraid I shall be unable to quiet it, to my own satisfaction, before the editor asks for copy of my monthly "fit." Therefore, we'll take this up further in the next number. I want you to see some illustrations which I think will show you much better than I can tell you, how much is enough. I'm sure you will like the pictures, and if you can stand whatever I may put with them I'm sure I can.

were provided, giving the prices of the bulbs of all the dahlias in the show, and orders were taken for bulbs to be delivered next spring. One of the features of the show was what was advertised as "The new \$10,000 dahlia—the John Wanamaker." It was said to be the result of years of experimentation and was shown for the first time. The bulbs of this flower were advertised at \$5 each.

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CUTTING a competitor's price is generally bad business. It is a pretty sure thing that the competitor will come back with another cut so that neither store will gain either business or prestige through the reduction. It is very well to meet the price of a competitor but when one goes him better, he is likely to "start something" that he may have trouble in finishing.

§ §

A SATISFACTORY substitute for the expensive gold embroidery that is sometimes used in decoration, can be made by stenciling the design on plush or velvet with some good adhesive and then dusting over thickly with metallic flitter.

Some New Drapes

THE TWO NEW DRAPES shown in the three small pictures have recently been designed by Thorkild Larsen, head decorator for Price & Rosenbaum of Brooklyn, N. Y. Mr. Larsen has made a special study of draping, at which he is an adept, and we have frequently shown interesting examples of his work. The first picture shows Mr. Larsen making a new drape that he has named "The Tango." The stand over which he is working is made by placing a wooden chopping bowl at the top of a standard that is 45 inches high. The finished drape shown in No. 2 shows how simple and graceful this new and original drape is. It is very easily made and, of course, there is no pinning or cutting of the goods. The long, irregular folds produce a very pleasing ef-



FIG. 1—MR. LARSEN AT WORK.

fect that any window dresser who is familiar with draping should be able to reproduce.

Picture No. 3 shows Mr. Larsen's other new drape which represents the much talked about "Minaret" gown as designed by M. Paul Poiret. It was draped over a full wax form and created much talk while on exhibition in the show window of Price & Rosenbaum. While the picture is not altogether clear as to details, it will be seen at a glance that this drape has all the characteristics of M. Poiret's new celebrated model.

Never before have the fashions offered such opportunities to the clever draper who has followed the fashions closely—or, possibly, kept a little ahead of them. Practically all of the models of the most advanced styles have characteristics that lend themselves readily to the clever manipulation of the window dresser. Furthermore, fixture manufacturers



FIG. 2—THE "TANGO" DRAPE.

generally are far better prepared to supply the draper with the forms he needs, than they were a few years ago when draping was not so popular as it is at the present time. Draping forms and figures as well as other display fixtures are now kept strictly up to date, and when a new style is announced, the enterprising fixture manufacturer is ready with a form over which it can be shown properly.



FIG. 3—"LE MINARET."

Advertising Special Values

MOST merchants, when they have special values to offer, advertise them in big type and make them as prominent as possible. During the past few weeks, Chas. A. Stevens & Bros. of Chicago have been handling these specials in a different manner. This store is rebuilding and the operations of the builders

Interesting Values in Gowns

Eminently practical and pretty is a Street Dress of charmeuse. The bodice is made in plaited coat effect with a broad moire girdle and dainty net vest with frill. Draped skirt..... } **\$35**

At \$57.50—Charmeuse and Velvet is charmingly combined in a Gown suitable for luncheons and afternoon affairs. The skirt is of charmeuse and the coat of velveteen with plaited chiffon vest.

Priced \$87.50—It would be difficult to fancy a daintier Dancing Frock for the price than this one, in which a skirt of charmeuse is combined with a bodice of shadow lace and silver tinsel. Net girdle with bow at back and velvet rose at waist.

DRESSES EXTRAORDINARY—Broken lines of Afternoon and Street Dresses of charmeuse, crepe and crepe meton and broadened crepe, original prices \$50 to \$75, all are now priced half, \$15 to \$37.50. Special lot of chiffon, charmeuse, and crepe meton Gowns, in light shades suitable for reception or theater wear, original prices were \$50, \$55 and \$100, all are now priced at \$25.

Special Values in Our Temporary Fur Department

Pointed Fox Set



Made from beautiful, full furred-skins, fancy pillow muff trimmed with heads, tails and paws. Animal scarf. Set very special, \$55.00. Other sets at \$65, \$75 and up to \$225.00.

Red Fox Sets Special—Made from American full furred fox, special at \$60 to \$70 a set.

Smart Fur Coats Very Reasonably Priced

New models revealing the smart yet conservative styles that one wants in a fur wrap. Special attention is called to a 45-inch Hudson seal coat made from beautiful, soft lustrous skins at \$125. Others at \$200, \$225, \$240, \$250 and up.

Pony Coats—In ladies' and misses' sizes, lengths 42 and 45 inches, \$42.50.

FURS EXTRAORDINARY—Assortment made up of odd fur sets and coats in various furs, mostly one of a kind; Tanpe Fox set, long leg scarf and pillow muff, former price \$150, now \$100. Large Hudson seal collar, former price \$100, now at \$50. Sealton and Hudson seal leg scarf, formerly priced \$50, now \$37.50.

Fashoda Full Fashioned Vests, Tights and Union Suits

"Fashoda" stands for the best that can possibly be made in underwear. Each garment is knit to the exact shape and size of the figure and is not knit in the piece and cut out afterward, as is the case with most underwear. This gives them more elasticity, strength and durability, as well as correct proportions. All "Fashoda" garments are guaranteed to hold their original shape.

"Fashoda" vests and tights, \$2. "Fashoda" union suits, \$3.50 to \$2.50 and \$4.

KNIT UNDERWEAR EXTRAORDINARY—Women's black legging anklets or hipless tights, regular \$1.50 garments, at 75c. Broken line of women's low neck vests, in white and pink, hand-crochet yokes, \$1.50 values, at 75 cents.

have contracted the store space to such an extent that business expediency demands the quick clearance of all small lots. This is explained in the following clipping from a recent advertisement:

"During our rebuilding we are forced account of lack of room, to an extraordinary policy in business

which is proving very attractive to the buying public. Thousands of garments which would readily bring their full price if we had room in which to keep and show them, are, under this policy, thrown into the Half Price Sections for immediate clearance. We do this to make room for new goods that are rolling in."

But, instead of playing up these specials in big type, they are advertised with as little display as possible. At the bottom of each section of the advertisements will be found a little note in very small Italics, telling about some special values in similar goods. The accompanying reproduction, which is a little more than half size, was made from a part of a full page advertisement and shows how the footnotes appear in the ads. The little footnotes are spoken of in a recent Sunday advertisement as follows:

"The italic footnotes which now appear each week in our advertisements are becoming the talk of Chicago. One-half of the population of Chicago seems to have learned within the past few weeks (since we started this policy) that one of these italic footnotes from our house means more in the way of genuinely attractive bargains than does a full page of some of the other houses. If you happen to be one of those who have not yet investigated what we really do mean, try it tomorrow, for the tremendous selling of women's fine apparel of last week, the greatest in our history, left an unusual quantity of broken lines and odd pieces, which will now pass out through the half-price sections."

The advertising manager for Chas. A. Stevens & Bros. states that the idea of the unpretentious little foot-notes seems to have caught on with the public and results have been surprisingly satisfactory. The scheme appears to be a good one and it could be used successfully by any other store under similar circumstances.



Plate No. 7423. Fall Fur Display by Frank Quandt for Pantton & White, Duluth, Minn.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

— ABSORBING —

"Harmen's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Adviser"	Established 1903
"Merchant and Decorator"	Established 1905

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MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The National Association of Window Trimmers of America

*In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

*Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

*When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

November, 1913

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Rolling Ladders

WHERE STORE SPACE IS CHEAP and there is plenty of it, rolling step ladders are not needed, but there are extremely few stores where this is the case. In the average store, things are more or less crowded at one point or another. Possibly the crowding may not be a serious matter—perhaps, just enough to make it a bit uncomfortable for customers and salespeople—then, again, the crowding may be a serious matter that may make it impossible to serve the customer properly.

In many stores, particularly small and busy ones, the use of rolling ladders means the difference between plenty of space and a badly overcrowded room. The rolling ladders, sliding smoothly and noiselessly along the walls, make the space over the shelving practically as useful and accessible for stock as the regular shelf space. In the high rent districts of Chicago and other big cities, rolling ladders save thousands of dollars in rent to merchants who without the ladders would have to use a quarter or a third larger rooms.

Yet there are many merchants who are crowded and do not take advantage of these useful ladders. Some of them don't even know that the ladders are needed or would help them. They have become used to doing business in a certain way and to getting along with certain fixtures and equipment. As business grows, they begin to figure on a larger room or possibly a new building—"when that may become necessary." It sometimes does not occur to them that with the right sort of equipment their present room would be large enough for a long time to come.

We have spoken of the rolling ladder because it is an excellent example of the space saving devices that are used in the up-to-date store. Manufacturers, not only of ladders but of many other kinds of store fixtures, are offering the merchant appliances that will make it easier for him to serve his customers and easier for his customers to be served. It is up to the merchant to analyze the situation in his store and to study his needs. He should have the catalogues and advertising literature of every manufacturer of store equipment. Not that he should buy right and left, everything offered whether actually needed or not, but he should not blind himself to his actual requirements. Good fixtures are one of the best investments the merchant can make—when they are actually needed. It is the poorest economy to stint service in order to save a few dollars.

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Helping to Avoid Mistakes

IN EVERY BIG STORE a great many mistakes occur in the course of a year. A large proportion of these mistakes have to do with the delivery of goods and each one of them costs the store money—some of them cost prestige and even customers. Other mistakes are made in marking sales checks and in in-

numerable other ways. Every one of these mistakes must be corrected and means a loss. Of course it is out of the question for a store employing hundreds of salespeople and dealing daily with thousands of customers, to handle all transactions without error. Nevertheless, a large portion of mistakes should be avoided.

The A. T. Lewis & Sons Drygoods Co. of Denver has adopted a plan that, it is hoped, will reduce errors among salespeople. The superintendent's office keeps a strict and permanent record of mistakes made and those who commit errors will be held accountable for them. The record of errors made each month is published in the store paper and is called the "Blunder Roll." In this roll of discredit is printed the number of the salesperson and the number of mistakes he or she has made during the month. The "Blunder Roll" for the month of September shows that 284 errors were made in the marking of saleschecks where transfers were used and incorrect addresses. The highest number of errors made by one clerk was seven and there were several who made five mistakes. Certainly a scheme of this sort ought to have the effect of materially reducing the number of preventable mistakes.

However, the salesperson is not always responsible for mistakes that are made. Many times the customer will inadvertently give a wrong address or will in some other way cause a package to go astray—for which fault the store is very likely to be blamed later. To avoid mistakes both on the part of the salesperson and customer, some stores have found it an excellent plan to furnish all charge customers with gummed stickers bearing the correct name and address. These stickers are generally printed upon a small press in the store and cost practically nothing. They are got out in neat form and are put up in little packets that take up but little room in a handbag or card case. Their use makes mistakes practically impossible. In the end they are a big saving to the store. Here is what one store has to say on this subject:

Please Do Not Thwart Our Efforts to Serve.

We shall not ask patrons of the store to help us in service-giving, but we may fairly ask that each customer exercise such reasonable care in giving name and address—and any details regarding delivery and charging—as shall prevent delays, disappointments and errors in bills.

You know your own name so well that you forget that it has to be comprehended, spelled and written—and read and transcribed—by people who, by reason of comparative newness to their work, short residence in the city, or personal unknownness, do *not* know you.

Kindly be accurate, clear and explicit. It may require an extra fifteen or twenty seconds of your time—and may save an hour in subsequent adjustment of error.

The credit office—Fifth floor—will gladly, on application, furnish small adhesive "name and address" slips that solve all the troubles. Hand a "sticker" to the salesperson and error is impossible.

A frequent cause of the error is the presumption that the salespeople should know your address and initials, because you shop frequently. Can you recall the initials and street

address of fifty friends? We have considerably over a hundred thousand authorized charge accounts.

Have we asked too much?

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As to "Expositions"

IN EVERY big city "Expositions" showing various kinds of merchandise are held. In a recent advertisement Loeser's in Brooklyn compared their store to such expositions. The following is a quotation from this ad:

Every once in a while in New York and elsewhere an exposition is held at which goods of various sorts are shown. These expositions are interesting—helpful. But they lack one vital element afforded every day in the Loeser Store.

In the ordinary exposition anybody can buy space to show merchandise.

In the Loeser Store's daily exposition **THE MERCHANTISE MUST DESERVE THE SPACE IT GETS.**

Here under one roof you will find goods from all over the world; new, fine, complete—a wonderful exhibition of man's production for man's comfort and pleasure.

And back of all this great showing is the trained Loeser organization, putting each applicant for place through a rigid examination for merit—making sure that the near-good and the imitation and the excessively priced articles are eliminated.

Loeser's is essentially an exposition of the **BEST MERCHANTISE THE WORLD HAS PRODUCED**—and at the same time Loeser's insures low prices that make this merchandise **THE GREATEST VALUES THAT MONEY WILL BUY.**

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Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1913 have been made as follows:

AL. HAGEN, St. Louis.

BERT CULTUS, Tacoma, Wash.

W. H. HINKS, Minneapolis, Minn.

J. O. BUCKWALTER, Pittsfield, Mass.

W. L. BLAYNEY, San Francisco.

E. M. MCCARTNEY, Pittsburgh, Pa.

B. J. MILLWARD, St. Paul, Minn.

J. J. FARRER, Savannah, Ga.

TOM ALLAN, Douglas, Ariz.

CLARENCE M. HERR, Chicago.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

Department Store Card Writing

By G. Wallace Hess

This is the fifth of a new series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

Some Border Designs

AMONG the cardwriters in the smaller stores throughout the land, there is and always will be the desire to make fancy borders on signs. Many borders can be made without the use of an air brush and by a person who has not had actual training in drawing if he goes at it in an intelligent manner.

There is today, a class of old time cardwriters throughout the land who will tell you you do not want to use a "T" square, that you can line and border cards by means of a ruler guide and the left hand running along the edge of the bench and the brush gripped at end of ruler.

Such a manner of lining cards is not as rapid as the "T" square. Ten years of a man's life can be spent at the former method to master it and then in 85 times out of a hundred you will "fall down" and make a crooked line.

The "T" square is 100 per cent accurate and the art of stencil cutting makes its use imperative.

Perhaps no nation goes in for art in lettering and design and carries it to such perfection as the German

people. Knowing the clannishness that exists in this people and as I bear an old German name it might be well to say that I am half Irish and half German which possibly accounts for the fact that I am a cardwriter.

In all their exhibitions, fairs, etc., the Germans use signs of glorious effects both in color and design. Four simple German borders are shown here on cards Nos. 1, 2, 3 and 4, and show how many of their borders can be applied to cardwriting.

You will readily see that these are "halved borders." That is, if you draw a line through the center of the reproduction you will find the border is just the same on each half.

Now if a person desires to experiment along these lines I would say, get a pearwood "T" square costing from 15c for a 11x14 up to 25c or 30c for a 24 or 30 inch. Get a pair of cheap brass dividers and a ruling pen. In the pen get a large size, but not an expensive one. 50c is sufficient to pay and if you are in a large city like Chicago or Kansas City or Phila-



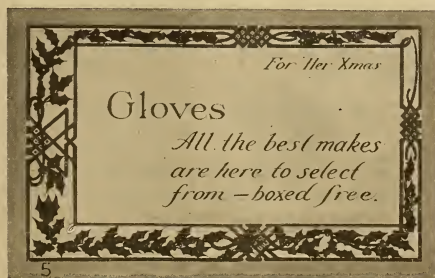


delphia at any time step into a draughting material store and ask the chief clerk if he has any uncalled for tools in the repair drawer and you can often pick up bargains.

Now it will be seen that the card numbers one and two can be treated as they are here or that if the border design be used on a mat board of some delicate tint, a white card bearing the inscription and in size the same as indicated by the ruled straight lines on each of these cards could be tipped or pasted on the mat board or an opening could be cut in the card with border the size indicated by the lines and the card pasted behind getting the mat effect. The design could then be used a month and the card changed at will.

Let us take for example card number three. There is an inch space exactly around this border, except that the sides are curved a trifle. Take a card eleven by fourteen exactly, 4 to 6 ply not heavier. Have the card squared. Rule an inch pencil line border all around and have it exactly an inch from edge of card. Rule a line through the exact center of the card vertically.

Now if you have a divider you can get a good line on the layout by doing a little figuring. If the reproduction of this card is $2\frac{3}{4} \times 3\frac{1}{2}$ inches it tells you that the card has been reduced three-fourths or that for every given space you measure with your dividers on the cut, you must twirl the dividers four times on the card where drawing the design.



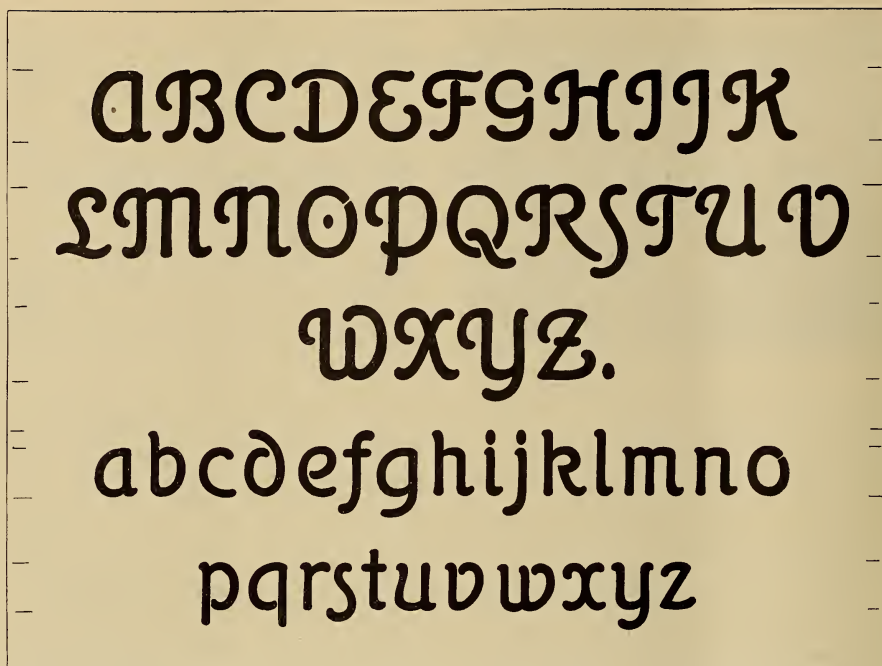
Now in drawing the border take a pencil and draw the three heavy strokes on ONE of the halves first. Ignore the fine lines. Now with a sharp knife cut out these three spaces without leaving a ragged edge and get good curves. The straight line cut along a brass edge ruler—never along your "T" square.

Now if you have done a neat job of cutting and drawing, you will lay this cut-out over an eleven by fourteen card. Pencil in the lines on this card using a sharp pencil so it will go down in the points. Flip the card over and you can draw the other half of the design. Now then, the hair lines are easily placed. You can readily see that where the fine line shoots off from the heavy one that you can put a little hole in the cut out to indicate the position and so get this the same on each half. Now teachers of art say no one can teach you color. That you must see it and puddle around in it yourself.

Suppose you have a colored board, say tan or green mat board. Make a delicate tint of the corresponding color and make the border of it. If you have a green mat board, take about a spoonful of white opaque and a drop of green the size of a navy bean and mix; if it looks too weak add a speck more of green. You can easily see how gold could be inlaid on heavy strokes as in card number two.

I think the results will be so apparent in the lines ruled on cards one and two that you will readily see that it pays to use the ruling pen.





AN ALPHABET SHOWING GERMAN INFLUENCE.

The "daisies" are put on quickly in yellow, brown centers. This card was made on green mat board, pale green border "daisies" as stated, lettered in white with a number six rigger.

Now learn to apply what you have been told. You with the air brush will see how the conventional peacock in card number six could be cut out of stencil paper quickly and reversed for rights and lefts. This bird in gray, white pear-shaped spots with dots of gold and purple around white. Lettering green and gold.

In card five is shown how the regular holly card can be often mounted on a mat board with good effect. For example, a 11x14 white holly card mounted on a green mat 12x15 inches with an even half inch of the green card showing all around, looks good to me. You will also see that cards one and two can be carried out on the halving principle, but here I would advise: draw the half carefully, then with thin tracing paper held in position by thumb tacks get a pencil drawing in duplicate. Do this well.

Now if you have applied what you have been told previously, you have a quarter card of No. 1, bisected vertically with an inch margin around in pencil and one-half design in pencil on board and a duplicate of it on the tracing paper. Now face the pencil lines on your tracing paper in the correct position against your inch pencil border line. Thumb tack down or hold firmly in position and rub the back of tracing paper

with the end of a bone handle as on a steel eraser, the end of a fountain pen or some smooth, hard surface. Note: Thumb tacks are applied right at the edge of card, not through it. On high class work in engraving establishments a piece of blotter is inserted under head of tack so it won't mar.

Now on card number four is shown a border which can readily be applied to air brushing or spatter work, and really it is not hard to draw these little things.

I haven't any particular paper or writer in mind, but I have attended many of the window trimming conventions here and two in Canada, and I have seen enough to warrant my saying that the great majority of amateurs try to go too far beyond their reach in making stencils for air brushing and borders. If one does not go beyond his normal limit he won't advance, that's certain, but we all learned to creep before we learned to walk.

Are you aware of the fact that when you go into a grocery and see the vast variety of labels in color that the designer made these as you see them and that all these workmen use either dry color which they rub up themselves, or distemper colors. The opaque show card colors so much advertised I put in this class also, for all colors come from either the mineral, animal or vegetable kingdom. Distemper colors are dry colors ground in water without size. The opaque colors are



dry colors ground according to formulae, with size and other materials, and are ready for use.

The holly cards shown on card 7 are quickly lettered with the music pen. In music pen lettering, as I have said before, you must use a thick ink or opaque color—never a fluid ink like Eternal, Engraving or India.

Holly cards in the big stores generally go into service the day after Thanksgiving. If I were to say what I believe is the principal reason for many not mastering the brush, I would say timidity, coupled with the fact that they do not work enough on the end of the brush.

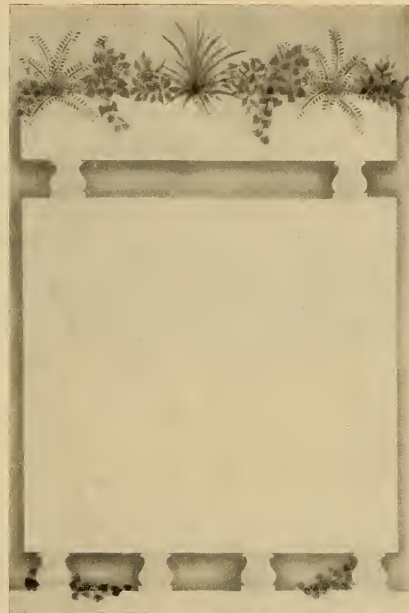
At this season of the year especially, beveled cards are used. There is only one way to bevel—with a knife. Here again, as I said last month, is a case where no tool is provided for this kind of work. The knife, commonly known as a mat cutter's knife, is really a shirt cutter's knife.

Now this blade is sharpened and tapered so long that it is too weak for heavy mat cutting as the knife blade is sold, so this is suggested: the cutting edge of the knife should be one-half again as long as the width of the blade.

S S

Prize Winning Cards

IN THE opposite column are reproduced two of the prize winning cards that were exhibited at the Chicago convention of the I. A. W. T. The upper card was made by James A. Robinson, with D. Lewis & Co., Elyria, O. The lower was by Edward H. Holzer, with F. A. Plummer Co., Oshkosh, Wis. Both of these cards were among the winners of Second Prizes.



AN AIR BRUSH DESIGN BY JAS. A. ROBINSON.

The Coat You
Thought
You Couldn't
Afford

*is now priced to meet
your pocket-book.*

The highest grade
costs at the price
of the common-
place kind

Second Floor.

A PLAIN CARD BY EDWARD H. HOLZER.

NOTES FROM NEW YORK

AUTUMN OPENINGS AND ANNIVERSARY SALES—LORD &
TAYLOR'S NEW WINDOWS TO BE UNIQUE—TO BE
OPERATED BY ELEVATORS—MOVEMENTS
AMONG THE DECORATORS—
OTHER ITEMS

F. F. Purdy

MOST department stores began their business in the fall, which is evident in the many anniversary sales that were held during September and October. And the fall is just the time for a large retail business organization to start, if it has its choice, with all the demands for fall and winter to be supplied, which are imperative and not optional with everybody. The O'Neill-Adams Co. has completed a most successful forty-sixth anniversary sale, of which there is no question, as everybody seen connected therewith gave the same hearty and satisfactory testimony. There were special decorations of the windows and the interior of the main floor of both the O'Neill and the Adams buildings. Decorator Al Manee had some fifty foreign and three hundred American flags in commission and some one hundred fan drapes in yellow bearing the inscription "Forty-sixth Anniversary." There were also four hundred banners and sixty pennants with the same inscription. The event closed the middle of October, and the sales were stated to be nearly double what were anticipated. Charlie Devoursney, decorator of the Stewart Dry Goods Co., Baltimore, came up at the start to lend a hand to Al Manee and his efficient assistants.

The anniversary sale of the Stewart Dry Goods Co., Baltimore, started October 27, when Charles Devoursney executed an elaborate plan of appropriate decorations. A month or more ago the company opened an addition, giving some fifty feet more of frontage and several additional windows, and Al Manee spent three days in Baltimore helping Devoursney rearranging the interior and planning for the decoration of the windows. Manee and one of his staff of expert assistants, Doc Penwarden, also paid a visit to Hahne & Co., of Newark, on the occasion of the recent anniversary celebration there, the decorations for which were handsomely and effectively executed by the veteran, Peter Deverick, and his assistants. The sales results at Hahne's were also highly satisfactory, as we learn from several sources, and the succession of favorable trade reports in the metropolitan district is the best possible antidote to the pessimist, whose jeremiades are now becoming more feeble with passing time. There seems to be no question of the healthy tone to retail business hereabouts. But to go back to Hahne's. Anniversary pennants and American flags and other insignia of something unusual were the testimony of an important event to the people of Newark. The rotundas were ablaze with decorative color, including even a great stage curtain made for a local theater by the upholstery department, and handsome box draperies for same and window drapes for a southern hotel, all executed by Hahne & Co. Frank Hannon, formerly decorator for the O'Neill-Adams Co., is now with Mr. Deverick, with whom he started in the business. Peter Deverick might be said to have conducted the first window



SETTING BY HARRY BIRD FOR WANAMAKER'S FALL STYLE SHOW.



MODELS GROUPED ON STAGE IN WANAMAKER'S STYLE SHOW.

trimming school. When you talk with New York trimmers, you will find many who hail, or have hailed, from Newark. They started at Hahne's, with Mr. Deverick. The list includes Harry Bird, of Wanamaker's; Harry Baer, of Hahne's; Al Mance, of O'Neill-Adams Co.; Charlie Devoursney, of Stewart Dry Goods Co., Baltimore; Frank Hannon, and others whose names do not come to mind.

LORD & TAYLOR'S IMPROVEMENTS

There have been scores of applications, we hear, for positions on the decorative staff of Lord & Taylor, for employment when the firm gets into the new store on Fifth avenue and Thirty-ninth street, next year. Some of the applicants are being tried out in the old store now. There has been a great deal of speculation about the Lord & Taylor windows, for it is generally understood that new features will be introduced which no one in authority is anxious to particularize about. It is understood that the windows will be dressed in the basement, on platforms which will be elevated into place in the windows by elevators at the same time the other window platform is being lowered, there being always one platform in place in the window and another in the basement, ready for use. This is said to apply to all the windows, and to the space behind entrance doors as well, the glass of the doors at night being a show window front, with an exhibit behind it, which is to be lowered before opening in the morning, the floor being replaced for walking over when the place is opened. This speculation is all very interesting. The definite conclusions have not been formally given out, doubtless because, in the first place, it has taken the management some time to decide on all details, and besides, no one has a disposition to show his hand before it is necessary to do it. Many features of new stores that have been opened recently have been guarded until near the time for opening. The foregoing in regard to Lord & Taylor, however, is thought to be a good guess at least.

Mr. Tischman, decorator for James McCreery & Co., is devoting more of his attention to the Thirty-

fourth street store, for there are a larger number of windows there, with the new entrance from Fifth avenue, through the building abutting McCreery's, and a half dozen windows in the arcade, which are frequently changed. In fact, Mr. Tischman will devote practically all his attention now to Thirty-fourth street, while his assistant, Ray Pierce, will take care of the windows of the Twenty-third street store, which will be changed twice a week, with the aid of two assistants.

Al Schlesinger, one of the veteran window trimmers of the city, who has held several important posts, the latest being decorator for the Blumstein store, at One Hundred and Fiftieth street and Third avenue, has resigned his position and is now doing special work for several houses. He has been succeeded by Mr. Hannigan, formerly decorator for R. H. Macy & Co., and who for two or three years has been a valued member of the staff of one of our window trimming schools.

Besides Larry McArdle, the staff of Mr. Zegers, at Stern's, has been augmented by Smith from Gimbel's, and Crooks from Wanamaker's.

Jack Cronin, decorator for L. Bamberger & Co., Newark, N. J., returned last month from a trip of a week or two which he has been making to Chicago and other Western points. He has a fine stretch of windows in the new store, which is a credit to Newark, and demonstrates the extent to which local merchandising is extending its influence upon the people of New Jersey's largest city. The Bamberger and Hahne advertising cards are seen in the Hudson river tunnels and in billboard advertising all over Eastern Jersey, as well as in the New York City newspapers.

The passing of Benjamin Altman attracted the attention of all New York. His life, his conservatism, absence of high-sounding methods in merchandising, advertising or windows, permeated his entire establishment. He caught the spirit of the ultra-fashionable and staunch old Knickerbocker families, many of

whom from Vincent Astor down, were represented at his obsequies. Tone, quietness and abundant resource were qualities which were dominant everywhere, from the windows to the inner recesses of the store. The Altman Foundation, which he established, has been in operation for some two years, by which, every six months, his salesmen have participated in a profit-sharing plan by which they have received a certain percentage on their sales of the period. The Altman Foundation will now be broadened in its scope, with details which will be announced later.

THE ALTMAN WINDOWS

The Altman window backgrounds, by the way, have been subjected to a pleasing change. Previously they have consisted of panels set in the Circassian walnut woodwork of the background, the panels being of figured green velour. Now the backgrounds and the sides, where there is a setting apart of the windows, are covered with silver gray plush, which sets off all the displays in a most pleasing way and imparts a softness to the scene which is a refined addition. A new feature in the forms, also, is the appearance of foundations with feet, and the gowns and skirts are now shown with the slippers or shoes, feet often extending a bit beyond the border of the skirt—a small addition, but which adds the last touch to the completeness of the display. The work on the new Altman addition has proceeded to the excavation of rock down to the furthest point, and the first steel beams are now rising in some places.

Mr. Allert, at Macy's, is using his new wax figures with good effect. In the big corner window, where a finely furnished bedroom is shown, one of the figures

is peering into the dresser mirror most excruciatingly. In fact, it would see mthat the figure was made for nothing else than to gaze into a mirror. Then there were two figures in the window showing off the lace trimmings, holding drapes of the laces in their hands and examining them with human interest and curiosity. Another window was filled with silk and wool poplins, the drapes of these goods into gowns and skirts being specially effective.

Frank Baker, of the World's Champion baseball team, has joined the Philadelphia Gimbel force in some capacity, for in one window, with men's clothing, is a framed picture showing the noble lineaments of Homerun Baker, with a letter, stating that as he had joined the Gimbel force, such and such was the case, etc. But there was the bat which (to say nothing of Frank) had done the business. There are sporadic cases where retail houses have made a hit with people in the public eye, as did Rogers, Peet & Co. with Anthony Fiala, the North Pole explorer, who for several years has been in charge of their sporting goods department, and who has recently left for South America as a member of the expedition of Col. Theodore Roosevelt, Rogers, Peet & Co. outfitting the expedition.

As usual the Gimbel promenade du toilettes attracted widespread attention, and Mr. Wendel had the entire event in charge, as before. The crowds and seating capacity were larger than ever. The promenade was lined with footlights this time, and with no pretensions to showing off Monte Carlo or any other European resort, the decorations and setting of the promenade were at attractive as ever.



Plate No. 7424. Christmas Display by J. C. Goodnetter for D. K. Moses & Co., Sault Ste. Marie, Mich. The principal feature of this display was a large figure in the middle of the background. In front of him was a big bag filled with toys.

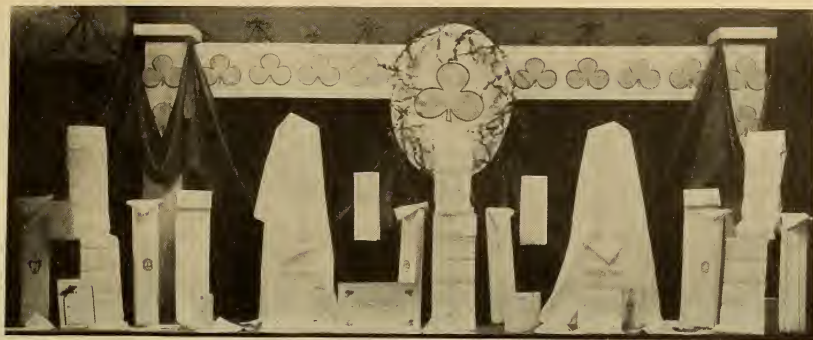


Plate No. 7425. Showing of Irish Linens by Tom Allan for Copper Queen Store, Douglas, Ariz.

The columns, framework, etc., were covered with white felt and the oval had a covering of white muslin calsonimed. Shamrocks were cut out of light green cardboard and edged

with a darker shade of green. Green foliage and a drape of green China silk added color to this display. The lines were arranged very simply.

Harry Bird, of Wanamaker's, is becoming some globe trotter, for we understand he is going over on the other side again after his holiday windows are in. Last month Mr. Bird put through the fall exhibit of the new Wanamaker gowns—not in the form of a promenade, but right on the stage of the auditorium. In front of the footlights was a border of yellow and red tulips. In center of stage was a kiosk of moderate size, with gold top and gray body, with an opening that was backed with black velvet. Under a strong light the first model entered the kiosk from the side, and her form and gown were silhouetted strongly against the black velvet. After a sufficient tarrying to enable all to get the full effect, she left the post and took her position on the stage. A dozen models followed, half afterward going to one side and half to the other. And as they stood there all together, the effect was enhanced by a big oriental "slave" standing at each side, at the end. There were usually two shows each business day, but the crowd was so great Saturdays, with "standing room only" in the big auditorium, that four shows were run. These shows consisted first of morning gowns, then afternoon costumes, then gowns for evening, and fourth evening wraps, which routine was completed at each performance. The effect was heightened by the background of the stage, which was of blue satin, with shining stars. There has been a fine lot of work done in the interior of the store. On the third floor of the old Stewart building perhaps the greatest improvements have been made. Now the entire floor is in French gray instead of a portion, and important additions have been made of scores of cases for showing the gowns, suits, cloaks and millinery to which this floor is devoted. There are more detached apartments than before and finer furnishings, until now the Wanamaker third floor may be called ideal for the purpose and should be inspected

by visiting trimmers and millinery and suit buyers.

William F. Ried returned from Germany some weeks ago, the lure of achievement in window trimming in this country being too great to withstand. He was not long in New York before he took a commission to go to Jacksonville, Fla., where some months ago he was in charge of the windows of Cohen Brothers. But this time he goes to Kohn, Furchgott & Co., and it is understood that his stay here will be temporary and that he has signed with the Kaufmann-Baer Co., of Pittsburgh, to take charge of their windows when the great new store is opened next spring. The Kaufmanns of this company are related to the old Kaufmann firm in Pittsburgh, and their new store will be one of the largest department stores in the country. There has been great competition among buyers of various merchandise for positions on the staff. Most of the buyers are now engaged, to take hold January 1, thus giving them about three months to study the market and get their merchandise lined up. The decorator, however, will not be likely to need quite as much time.

There was a strong showing of fall gowns at Macy's, on the dining room floor, where a large space was set apart, furnished in oriental style, with models promenading with different changes of raiment. The beauty of it was that Mr. Allert reproduced this exact scene in one of his windows, models and all, the models being the natty mannikins which are being seen so often nowadays, and which often make quite a hit.

Jack Levy, the decorator of the new Wise store, on Fourteenth street, has a neat background ornament for his window stretch, consisting of a drape along the high rear bar of a linen-colored fabric, while at intervals—short intervals—he has a uniform-sized framed picture which lends a most attractive effect.

AN INTERIOR TOY DISPLAY

INSTEAD OF AN ELABORATE WINDOW DISPLAY OF TOYS, H. R. CLAUDIUS OF AUBURN, N. Y. HAS AN INTERIOR DISPLAY THAT LASTS THROUGH-OUT THE HOLIDAY SEASON.

WITH all of the extra rush work that comes in latter November and lasts until Christmas, there are few trimmers who have not asked themselves whether a lot of this work is not unnecessary. Is all of the trouble and expense justified by actual results obtained? Take for example some of the elaborate settings that are designed and installed for only a few days' use in the window, after which they are torn out to make way for something different.

Mr. H. R. Claudius who is the head window dresser for Foster, Ross & Co. of Auburn, N. Y. has some ideas on this subject that are worth thinking

must be conceded to have been a grand success. People even came from nearby towns for the purpose of seeing this exhibit which, by the way, was a mechanical display. Another point that proved an advantage was that it got the people inside the store.

"This display was built over the stairway leading to the basement. A platform 8x20 feet in size was required to hold the setting which had been all made before hand in sections in the workroom. To set it up required only one day.

"The photograph explains itself better than it could be explained on paper—except as to the mechanical part. On the upper terrace were two bodies of horsemen moving in opposite directions. On the next terrace below, in front of the winding staircase, was a fountain which played real water. The water cannot be seen in the reproduction. On the next lower terrace was a third rail electric road with a train that would draw up to the station (in the mid-



INTERIOR TOY DISPLAY BY H. R. CLAUDIUS.

over. The accompanying picture shows an interior display that was made by Mr. Claudius for his store last Christmas, and which proved much of a success. He tells about it as follows:

"In previous years, at Christmas time, the writer had always used one of his show windows for a special display something similar to the one shown here. Such displays are commonly left in for one week and then the window is cleared to make room for other merchandise. The question arose as to whether it was worth the time, cost and work necessary to build and install a display of this kind for such a short time. Last season a new idea was worked out by placing practically the same sort of display as would be used in the window, on the interior of the store and having it up during the entire holiday season.

"The scheme was tried out, and from the size of the crowds that were drawn to the store, the idea

dle of the picture) and automatically stop for about thirty seconds. It would then automatically start up and disappear in a tunnel. Another stop would be made behind the scenes after which it would again appear in front and the same operation would be gone through.

"Ornamental lamp posts with miniature lamps were used throughout the setting. The fountain also had colored lamps that when lighted were reflected upon the water. The castles, station and train were also lighted. The background was painted on both sides, the reverse being colored to represent a forest. The extreme end on either side was a mass of foliage and miniature trees were placed all over the scene. The remaining details are fairly clear in the picture and will easily be understood by all who are familiar with this class of work. This display was in motion from morning till night.

In connection with the interesting suggestion by

Mr. Claudius it may be said that it is becoming a more or less general custom for window dressers to plan some of their displays in such a way that they can be removed from the window and set up inside the store. This can be done successfully in many instances and double use is had from the show. An interior display of the sort described here, with plenty of show cards and some good newspaper advertising to tell about it, and invite the children and their

parents to visit it, should prove a good advertisement for the toy department and a business builder for other sections. The lack of favorable space for such an exhibit is sometimes a drawback at a time when the store is abnormally crowded. This, however, can usually be arranged. Certainly every big store should have some appropriate attraction for the children during the holidays. It will pay better than almost any other kind of advertising.



Plate No. 7426. Display for a Sale of Dinnerware by Tom Allan for Phelps, Dodge Merc. Co., Douglas, Ariz.

This is a very simple showing that was put in to call attention to an advertised sale of dinnerware. The velour

back was relieved by a simple drape and the merchandise was arranged as simply as possible.



Plate No. 7427. Christmas Grocery Display by Tom Allan for Phelps, Dodge Merc. Co., Douglas, Ariz.

This was a showing of eatables for the holiday feasting. The color scheme was red, white and green. White felt was used to cover the background. Red poinsettias, green artificial holly and frosted poinsettias were the flowers used. The

three lamp shades were red and green. The table was set with glasses, cutlery and a few pieces of cut glass contained fruit, etc. A cut glass vase contained some green ferns. The boxes were covered with red crepe paper.

WINDOW DRESSER BEST SALESMAN

A WELL EARNED TRIBUTE TO THE STORE DECORATORS—CHICAGO TRIBUNE PUBLISHES AN INTERESTING ARTICLE ON THE BIG STORE TRIMMER AND HIS WORK

IN A RECENT ISSUE of the *Chicago Tribune* there appeared an interesting article on window dressing. It was written by Henry M. Hyde and was based upon information furnished by Harry Jones, chief decorator for Mandel Brothers. The window dressing department described is that over which Mr. Jones presides. Mr. Hyde is an experienced writer on business subjects and this article on the window dresser and the importance of his work was read by probably half a million persons. It is a well earned tribute to the men whose work is one of the greatest influences in the mercantile world. Every window dresser who reads this article should feel an added pride in his work.

You ride up to the top of one of the big stores, past all the floors given up to storage and workrooms. Right under the skylights you step off the elevator to face a forbidding iron partition broken by a tightly closed door, with an emphatic "No Admittance" painted on the panel.

A twist of the bell and the door is opened by a man in the apron of a sculptor. Beyond the little reception room runs a huge studio, seventy feet long, lighted entirely from above. Close to the door are a couple of French hair dressers deftly arranging the coiffures of two fashionable ladies—in wax.

Along one wall two mural painters are covering a huge canvas with a hunting scene. In the corner cabinet makers and plaster workers are completing the models of an English fireplace and carved chairs and settles of brown oak. Here, as you pass along, stands a huge packing case of real ferns, picked in the woods of Maine, shipped to Germany to be treated and dyed a permanent Teutonic green, and then back again to America.

Behind a screen a sculptor is modeling a figure, half life sized, from the living model. In another room half a dozen needlewomen are repairing the anatomy of lay figures which have suffered in previous style battles. Beyond are cupboards and closets filled with hundreds of glass, metal, and plaster vases, tables, baskets, and ornaments and shelves packed with tapestries and other fabrics.

In a small office in the midst of this maze of art, fashion, handicraft and commerce, sits the chief window demonstrator—one of the little band of men who have made the show windows of Chicago shops, big and little, recognized as the most artistic and striking in the world.

Incidentally they have made world's fairs and expositions unnecessary and unprofitable. A man who will watch the displays in the show windows of Chicago for a single year will see a much wider and more carefully selected collection of rare, beautiful and interesting objects than was ever gathered together in any exposition.

Twenty-five years ago the biggest and finest stores in Chicago had practically no show windows at all. The stone or brick walls ran up several feet from the sidewalk, with just enough glass above to let in the light.

Now there are thousands of huge windows, each consisting of a single sheet of plate glass sixteen or eighteen feet wide and running down to within a foot or two of the sidewalk. Some of the head window demonstrators in the big Chicago stores have been among the creators of the profession of which they are now the leading exponents.

When shrewd merchants first discovered that a show window, in front of which a hundred thousand people passed

every day, might be used to attract custom, the first impulse was to fill it with samples of everything carried in stock. The result was often a weird confusion of form and color calculated to give unfortunate pedestrians the headache.

Then it was noticed that a dazzling glare of light made people stop and gape. A huge star or crown, glittering with a hundred electric bulbs, was suspended in the window, and for a while there was competition to see who could devise the most startling and glaring design. But if they advertised anything it was lighting fixtures, as merchants presently came to realize.

That was followed by the vogue of the mechanical or moving show window. It was based on the universal interest in anything in motion. Window after window contained a revolving wheel, a doll that turned a crank, a tiny electric hammer that ceaselessly beat against the glass, a hundred other devices that spun or twisted or jumped up and down. After a while it was determined that unless the goods which were for sale were displayed in motion a moving window actually attracted attention away from them.

In the course of these experiments it came to be recognized that it is one of the easiest things in the world to attract a huge crowd in a city street—and often one of the most idle and useless.

A pen of little pigs in any State street window would draw a crowd that would call out the police reserves. But it is not likely that the sale of Paris gowns would be greatly increased.

Finally the fundamental principle of the window demonstrator's art came to be recognized. His first object is to display the goods he has for sale in the most attractive and artistic way possible, so that the desire of the spectator to possess them may be aroused. To this end everything is subordinated.

The window lights, instead of blinding the people outside with their glare, are concealed from view and so placed that the goods displayed are naturally and properly illuminated.

The wild jumble of colors, red, purple and green in a single pile, which caused such acute suffering in the early days, have given place to the most skillful and artistic blending or harmonious tints. Many employees in the window demonstrating departments of the big stores are regular students at the Art institute. Every color scheme is worked out on paper and then tried in the studio before it is finally displayed to the public.

Every effort is made in creating a new window to see that the background and all the accessories are such as will increase the attractiveness and desirability of the goods. At this season of the year, for instance, when winter is almost here, the big windows are likely to be turned into the semblances of warm and beautiful rooms, in which may be fittingly displayed beautiful wax ladies wearing even more beautiful gowns.

In whatever period of furniture and decorations the room may be planned, the greatest care is taken to make all its fittings not only beautiful but historically correct.

If fall wraps are shown, the ladies wearing them will be out of doors, with autumn foliage and autumn tints about them.

In the spring the show windows blossom before the pussy willows, with all the signs of returning life and color.

The big State street stores—some of which spend \$150,000 a year in the arrangement of their windows and the seasonal decoration of their stores—make the most elaborate displays. But in most of the outlying business districts there are many stores which rival them in the beauty and artistic merit of their exhibitions.

As for the window demonstrator, all he requires is artistic taste, sound business judgment, a knowledge of the prevailing fashions which is never at fault, a good idea for form and color, and the creative imagination of the artist.

"Audubon" Millinery

THE AUDUBON SOCIETY, having for its object the protection of birds, has been growing rapidly in size and influence during the past few years. It now has many members in all parts of the country and it was largely through the influence of this organization that the bill restricting the importation of plumage was passed by the last congress. Everywhere there is a growing number of women who are in sympathy with the Audubon Society and its work. That

"Audubon" Millinery



A revolution is taking place in the millinery world. The tariff ban on certain sorts of feathers makes another tax on the designers' art—the creating of hats without bird plumage trimming.

This is the goal birdlovers have striven for—and reached.

Right along, the Gimbel Millinery Salons have been making displays of beautiful hats, made without the help of plumage.

With the use of rich materials, of original ways of trimming with ribbons, flowers and

novelties, lovely hats have been made. Shall we call it "Audubon" millinery?

We have another elegant display today—of featherless millinery.

Prices \$5 to \$50

this sentiment, combined with recent legislation will have an ever increasing tendency toward "featherless" millinery can not be doubted.

The accompanying clipping from a recent advertisement of Gimbel Brothers, Philadelphia, seems to be the first on this subject. The idea embodied in this little ad is a good one and it could be used with profit by most stores that handle millinery.

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A. D. Matthews' Sons

AFTER a long period of troublous times, the old and honorable establishment of A. D. Matthews' Sons, Brooklyn, N. Y. has blossomed out under a new organization that promises to place the store once more in the front rank. The announcement of the reorganization was made in an advertisement under the heading—"Rejuvenating an Old Firm," as follows:

"A Bigger Store—A Better Store—With 'Service' Still our Watchword. During the past year we have weathered a slight financial storm, and we arise therefrom with new life, greater energy and a firm determination to restore this 'Grand Old Store' to its former prestige.

"We have associated with us, as president of the newly formed corporation, a youthful directing head, to point the way and guide us into the modern path of business progress.

"For many months, not a few of our patrons have found it impossible to trade with us owing to the lack of merchandise in proper assortment, but on this auspicious occasion we ask all of our friends and former patrons to return and join us in this great reorganization celebration, assuring them of positive satisfaction in every phase of purchasing. 'The House of Matthews'—'The Store of Confidence,' as a progressive public service institution, will keep faith with its friends at all times."

For many months the advertising of the Matthews store had been gradually dwindling until, just before the reorganization, it amounted to practically nothing. Under the new regime an aggressive publicity has been started and will be continued under the management of Joseph B. Mills who was lately with Lefly's in Milwaukee. Mr. Mills is an able and aggressive publicist who is amply capable of placing A. D. Matthews' Sons on the map of Greater New York in a prominent location.

One of the features of the new organization will be a profit sharing scheme of which Mr. Mills has the following to say:

"With the advent of the new firm of A. D. Matthews' Sons, Inc., we have adopted the modern co-operative plan of profit sharing with our employees—section chiefs and entire sales force—based upon their managerial and selling ability, this in addition to the salaries they now receive.

"This plan practically makes every employe a junior partner in 'The House of Matthews.' We will distribute thousands of dollars during the coming year, and we consider it a most wise investment, knowing that it will act as an incentive for our employes at all times to do their best in their respective positions, as well as benefiting every employ of this institution individually.

"Where there is contentment on all sides there is sure to be satisfactory service—a service we claim to be one of the essential features of modern merchandising."



RUG SECTION OF MANDEL BROS., CHICAGO.

WINDOW ADVERTISING

GREAT CHANGES IN THE METHODS EMPLOYED IN THE DISTRIBUTION OF GOODS AT RETAIL—THE ONCE NEGLECTED SHOW WINDOW IS NOW CONSIDERED ONE OF THE STORE'S BEST ASSETS

J. W. Blakley

EDITOR'S NOTE.—This is the first of a series of articles by Mr. Blakley on a subject that is of the greatest interest to every window dresser. While all window display is advertising in a sense, "Window Advertising" as treated of by the writer of this series of articles will apply to that branch of display that is now being used by National advertisers to place their goods before the public through the medium of the retailer's show window. This kind of display is not intended to show a quantity of merchandise so much as it is to demonstrate the talking points of the merchandise—to impress upon the public the peculiar merits of the goods shown. Manufacturers are coming to a realization of the possibilities of the retailer's show window for this purpose, and are opening up a new field to the window dresser. It is a field that promises big rewards to the men who are especially qualified for this work. Mr. Blakley is fitted to prepare these articles in a practical and intelligent manner from the fact that for years he has handled the technical end of the window advertising campaign of Lowe Brothers Paint Co. of Dayton, O., which has been in force not only in local stores but in those of retail dealers all over the country. In forthcoming articles, Mr. Blakley will cover "Window Advertising" as applied to many different lines of merchandise. The articles will be of a practical character and will treat not only on the designing of displays but on all the details of their preparation and installation including the painting of scenic backgrounds, making of mechanical figures, etc. The present article is more or less introductory in its character. Those which follow will be more technical.

DURING past decades, business was transacted on the lines of the little country stores, in a slow, easy manner. There was no concentration of effort

to induce the general public to trade at any particular store.

In those days the merchant most familiar with the gossip in the locality, or the one who could tell a better story or was most proficient in judging the weather conditions of the morrow, was more apt to draw customers to his place of business than the merchant featuring his goods by washing his windows once a week and letting daylight into his store, lacking the ability of a prophet, a gossip or a wit.

Out of those prosy days there have evolved new methods of doing business. The little cross-roads country store with its happy-go-lucky methods of cross-roads days has grown to be a business center of the present generation.

With the change of time, competition has grown keener and has compelled the gossip, story-teller and wit to be relegated to the past. Where once stood the saw-dust cuspidor now stands one of polished brass; the old stove has been replaced by steam heat; the oil lamp has made room for the modern electric lights; the old rough wooden counter is furnishing kindling for the new generation, while the dingy light admitters have become the artistic polished plate, well groomed, silent salesmen so necessary in the every-day life of the store modern.

Unlike his contemporary of the past, the wide-awake business man of today looks upon his store window as his greatest asset, a real business bringer, which like magic draws the dollars out of the purse of the passing public into his cash drawer.

The cross-roads merchant has not as yet entirely disappeared from our modern towns and cities. Here and there can be seen the outcropping of the slipshod methods of the days of old. The old school merchant



A DISPLAY BY J. W. BLAKLEY FOR LOWE BROS., DAYTON, O.



A PAINT DISPLAY BY MR. BLAKLEY.

still depending on his ability as gossip, story teller and wit, allows his more enterprising brother to reap the benefits of progressive merchandising—attractively displaying his wares in his windows.

A window made to look pretty only may do that and produce no appreciable amount of business.

To produce a successful window there must be an idea embodied therein, a point easy to grasp, an argument that will send the observer away thinking about the goods displayed, carrying in his mind some point in favor of the article being advertised. I venture the aim of every progressive advertiser is to so interest and train the public that it will automatically buy his goods; in other words, to educate the buying public until buying his wares becomes a fixed habit. This is the scientific law of window advertising. The more often and the more strongly any process takes place in a living organism, the more easily can it be repeated. This is the law that underlies all conscious life and applies to all living beings from oysters up to men.

If I have seen a window advertisement of Brown's flour this morning; if I have on various occasions recently seen it displayed in striking and novel ways, I would naturally say to the clerk today if I wished to buy flour, "Give me Brown's." I ask for it automatically; it's the subconscious brain that asks for it. I have seen it so often and have had my attention directed toward it so often that I think of no other kind of flour and ask for it without any effort of will or thought; the constant and vivid reputation of Brown and flour has welded the two into one so that the flour pigeon hole in my brain is labeled Brown.

"The merchant who not only keeps abreast of the times, but a little ahead of them, stands out from the bunch like a large wart on a small potato."

Sameness in display is a grievous fault, commonplaceness is its twin brother, while to neglect entirely is simply the signal for the funeral procession to amble along to the bone yard and thus make room for a more enterprising merchant.

Originality is soon recognized, appreciated and talked about. The window designer who gets away from the beaten path and strikes out into the wilderness of thought, blazing his own trails by creating new and original methods of display, will surely arrive at the station of success, while the merchant who is fortunate enough to have such a man is quickly transforming into the most successful merchant in his city, as well as the most popular one, which means dollars in his business.

There is a great advantage in having the best window displays in a city, even better than the best location, because the former will compel the attention by favorable comment until the latter's convenient location will be lost to sight through the interest the attractive windows will create.

Any wide-awake business man can see the advantage of having his goods looked at, talked about and memorized until it becomes a household world in his locality.

The latter day business man is an optimist. He sees the future full of possibilities that have never been realized in the past. He is not, however, a day dreamer, but one who uses his imagination in formulating purposes which lead to immediate action. His power of execution often surpasses that of his imagination and he is frequently surprised to see his vision realized sooner than he had dared to hope.

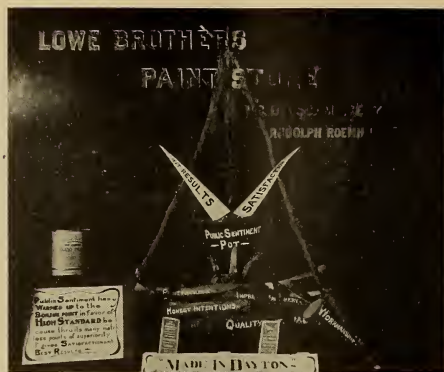
The great majority of our typical and successful business men are advertisers and their earnest en-

deavor is to create advertising that will be remembered. To do this they have found it necessary to do extraordinary things.

When the question arises, how to construct a window advertisement, so attractive and educational that it will claim the attention as well as the interest of the passing public, we find the question answered by the study of the subject in the minutest detail.

The attractive displaying of articles contained in boxes, cans, bottles and cartons does not mean the arranging of rows and rows, pyramid after pyramid, or groups and groups of these silent objects, which no matter how artistically handled will not create enough interest to cause more than a passing glance. There must be an idea, a point brought out, in a way first to catch the attention, then to interest, then create a desire to buy, or so indelibly stamp upon the mind the article advertised to be bought when the occasion demands. To this end the present day progressive merchant is directing his thoughts and ambitions, which once realized means progress and success.

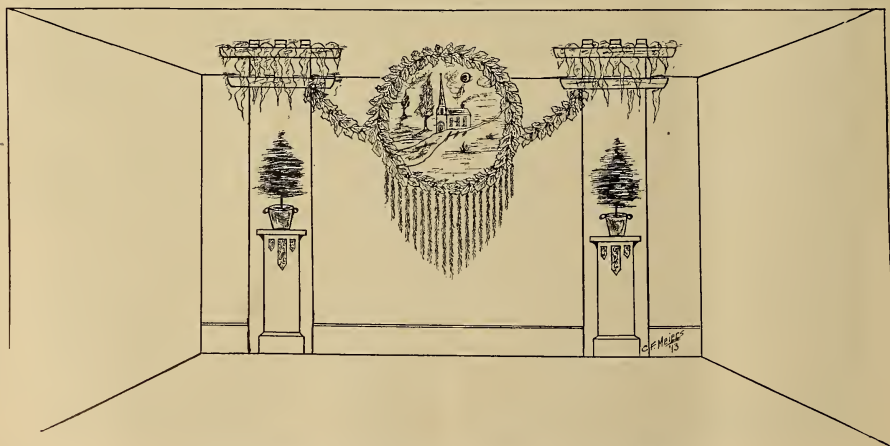
Any advertisement which secures a response of even a postal card is likely to be remembered by the sender, because he was impressed enough to be interested. This statement brings to mind a display the writer conducted in Cincinnati a few years ago, which drew enormous crowds and created much interest not only in Cincinnati but all the contingent towns and villages within a radius of several miles. In fact, a fraction over five hundred answers were received to a simple question in the form of a rebus. The value of this display was manifold, inasmuch as every one of the inquiries as well as thousands who were only spectators were impressed strongly and deeply with the



A DISPLAY THAT TELLS A STORY.

display as well as the articles displayed. Everyone is familiar with the principle of the rebus which we see illustrated in newspapers or magazines every day. In the display in question the writer simply substituted common articles for pictures to represent the words forming the rebus.

When comparing costs of the different modes of publicity together with a consideration of results obtained, any careful merchant can see the vast difference in favor of window advertising. Newspapers, billboards, programs and circulars are not only more expensive but less productive of direct results, while the window salesman with a message ever new can be made to talk eloquently to the passerby at the smallest imaginable expense and bring the customer right to your counter, where an easy sale is sure to result.



A CHRISTMAS BACKGROUND SUGGESTION BY CARL F. MEIERS.

TRIUMPH OF CO-OPERATION

THE TWIN CITY WINDOW DECORATORS' ASSOCIATION
RESPONSIBLE FOR THE BIG SUCCESS OF FASHION
WEEK IN MINNEAPOLIS AND ST. PAUL—MER-
CHANTS TENDER VOTE OF THANKS

WHAT CAN BE ACCOMPLISHED by window dressers through unity of effort and good team work was illustrated in Minneapolis in "Fashion Week." This event was an unqualified success. It was conceded to be the greatest commercial event that had ever taken place in the Twin Cities and went far beyond the expectation of the most optimistic of the many merchants who took part. Not only was the ultimate success of the venture largely due to the efforts of the Decorators' Association, but to this organization was due the original idea. And the beauty of it is—that the merchants are very free to admit the important part played by the association. This was evidenced by the fact that certificates of appreciation for their work in making Fashion Week a success were sent to the members of the Twin City Decorators' Association. These certificates set forth the efficient services performed and were signed by Douglas A. Fiske, president, and John L. Lynch, chairman of the committee on retail trade.

The admirable organization of the window dressers in Minneapolis and St. Paul has frequently been commented upon in these columns. This was

one of the first associations to be formed in a great city, for these two may be considered as one. From the beginning the Twin City Window Decorators' Association started out to do things. They began by securing for their association the recognition and endorsement of the Civic and Commerce Association and the retail merchants' organizations of the two cities. Regular meetings were held and a "get together" spirit was developed that has been productive of greater results than had been anticipated even by the most sanguine. Never before had such interest in window displays been shown, not only by the decorators, but by the merchants as well. But the first big public demonstration of the benefit of co-operative work by the window dressers was Fashion Week. In fact, it is unlikely that this event would have taken place had it not been for the organization.

The idea of holding Fashion Week on big scale in the Twin Cities was first suggested by the window dressers. The proposition was discussed at one of the meetings of the association—a rough outline of the plan was laid out and some of the details were arranged. When the plan had been whipped into shape it was presented to the merchants' associations of the two cities for consideration. After weighing the possibilities of the scheme the merchants decided to adopt it. Considering that there is a natural rivalry between the merchants of the two cities, getting them to work



Plate No. 7430. Men's Wear Display by Sam Friedman for J. Blach & Sons, Birmingham, Ala.

together in harmony was considerable of an achievement for the decorators association. When the joint celebration had definitely been determined upon another meeting of the Twin City Window Decorators was called and definite plans were laid to make Fashion Week a big success. Other meetings were held for the purpose of promoting unified action and to make sure that all of the many details connected with the celebration were properly taken care of. The following is a sample of the notices that were sent out by Secretary Arthur W. Lindblom from time to time:

Minneapolis, Minn., Sept. 2, 1913.

Dear Sir:—

The next regular meeting of this association will be held at the St. Paul Commercial Club Rooms, Thursday evening, Sept. 11, at 8 o'clock.

The Secretary has been requested to urge every member to be present at this important meeting. Vital matters concerning the coming Style Show Week will have to be decided.

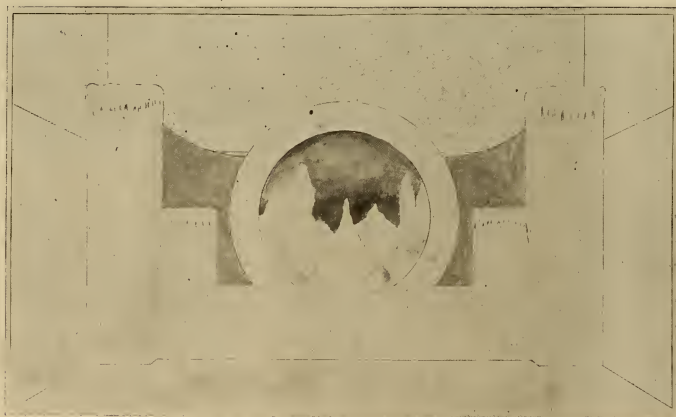
You no doubt remember that this association first suggested Fashion Week and it's up to us, not only as an association, but as individuals to make good. In order to know what the plans are and what is trying to be accomplished it is very necessary that you attend this meeting and receive this information—you owe it to yourself and to your employer to be present.

The foregoing notice gives an idea of the spirit of close co-operation that exists among the members of this association. Such teamwork would be impossible without the organization. When the plans for the celebration were fairly launched, the newspapers played the coming event up with great prominence and the window dressers received their share of the publicity. They were interviewed and much was printed about their views and the work they were doing. For the first

time their importance was adequately recognized by the press.

As was stated in the beginning, Fashion Week turned out to be an immense success. It would be impossible in our limited space to explain all of the details but it is enough to say that the windows were the chief attraction. The displays were by far the finest ever seen in the Northwest—thousands of out of town people visited the city and all of the merchants were so pleased with the results that Fashion Week will be made an annual event. There is even some discussion as to the practicability of holding an additional style show of a similar character in the spring. And the important part of this all is that the merchants are broad minded enough to give the decorators credit for what they did.

Naturally, the members of the Twin City association are enthusiastic. Their success in this case has spurred them to renewed efforts and in the future even bigger things may be expected from them. We hear much talk about the "elevation of the window trimming profession" and it seems to us that the best promise of such elevation lies in the "get together" spirit as demonstrated by the Twin City Decorators' Association. Good local associations are the solution of this problem. Live local associations have already been formed in several cities. Milwaukee has a fine organization with a big membership of progressive decorators and this association is doing a lot of good. Grand Rapids, Mich., and Lancaster, Pa., also have thriving associations that have proved a great help to their members. There are many other cities in which local association of window dressers could be formed with great advantage to all concerned.



A WINTER BACKGROUND, DESIGNED BY A. J. EDGELL, LANCASTER, PA.

THE KOESTER SCHOOL

— TEACHES —

Advertising, Window Trimming and Card Writing

We can refer you to over 4000 satisfied successful Koester graduates

The men who know
How are the men
who succeed

The Koester School
teaches you to
know How

NOW is the time to
attend The Koester
School and prepare
yourself for a more
successful career.

We have a really
wonderful *Year Book*
that we send *free* to
all who are interested

*Write for full partic-
ulars today*

**The Koester
School**

304-6-8 Jackson Boulevard,
Chicago



Jno. W. McDowell

Get Started Right

Says
Jno. W. McDowell



Store of J. W. McDonnell Co.,
Fairbury, Neb.

"My advice to boys who desire to become successful Window Trimmers, Show Card Writers and Advertising Men is to get started right by taking a course in the Koester School.

"Four years ago I decided to become a window trimmer and card writer, without any previous experience. So I decided to investigate the Koester School.

"I took their four weeks' course which laid the foundation for my success, and I honestly believe without the instructions I got from the Koester School I would have been a failure as a window trimmer.

"I owe it all to the Koester School, and believe I got more good out of the four weeks' course than I could have got in 10 years my way.

"At the time I enrolled with the Koester School I was getting the largest salary in the store outside of the manager. Today I am getting almost double what I did then.

"When you have completed your course and get out on your job the Koester School doesn't forget you. If you get up against it for ideas just write the school your troubles and they will supply you with sketches and help you in every way.

Yours very truly,
Fairbury, Neb. JNO. W. McDOWELL."

You Can Double Your Salary Too



McDowell's Best Display



A Winter and Autumn window designed and made by Jno. W. McDowell.
for J. W. McDonnell Co., Fairbury, Neb.

Chicago Window Dressers Meet

PRACTICALLY all the leading window dressers of Chicago met at a luncheon held at the Hamilton Club Monday, November 3. With the exception of two or three decorators who were either sick or absent from the city every big store in the down town district was represented. The gathering was of an informal character but it is likely to have far reaching results as it was determined to form a regular organization that will hold similar meetings each month. The luncheon had been arranged by several of the State street decorators simply with the idea of getting together and "talking things over" but it proved so interesting that it was suggested by Mr. Jones of Mandel Brothers, Mr. Tannehill of Carson, Pirie, Scott & Co., Mr. Moyer of Chas. A. Stevens & Bros. and a number of others that a meeting be held on the first Monday of each month. The suggestion was received with a good deal of enthusiasm and plans were quickly under way to form a regular organization that will have for its object a closer co-operation among the trimmers in all matters pertaining to their business. At future meetings it is intended to invite some of the leading merchants and advertising men to be present with a view to talking over matters of mutual interest. All of those present were of the opinion that meetings of the kind planned will lead to a better understanding on all sides and will prove of great practical benefit to all concerned. They will enable to merchant and advertising man to get a better idea of the window dresser and his work, and vice versa. The next meeting will be held Monday, December 1, in the "Oak Room" of the Hamilton Club. At that time a regular organization will be effected and a definite policy will be adopted. This movement undoubtedly marks a most important step in window dressing in Chicago.

§ §

THE FASHION SHOW held by the merchants of Kansas City proved to be such an unqualified success that everyone is already planning big things in the same line next fall. The Fashion Week idea has been so successful wherever it has been tried that it is a safe prediction that within a very few years the merchants of all cities and towns will co-operate in holding simultaneous meetings.

§ §

SOME PEOPLE buy things because they need them—some people buy things because they think they need them—but most people buy things because they are advertised. Good advertising reminds people of real wants and creates wants that did not exist before.

About Honesty

IT IS A FINE THING for a store to have the reputation of being entirely honest in all of its dealings but we doubt if such a reputation can be acquired through advertising. We are inclined to believe that the "holier than thou" advertising that is used by some merchants fails to accomplish any very great results. If a store is honest, the people will find it out soon enough—and an inclination to dishonesty will be discovered quite as quickly. The occasion for these remarks lies in an argument that has been running in the advertisements of two stores in an Eastern city as to which is the more honest—at least that is what their arguments amount to. Both claim to have preceded the other in the matter of establishing the one-price system. As their arguments take them back nearly half a century, it seems hardly probable that the present day shopper will become wildly excited as to which store has the prior claim to the contested distinction. This sort of advertising, if such it can be called, seems all the more useless since both stores are widely known for their honesty.

§ §

THE tenth annual competitive art exhibit of Wanamaker's Philadelphia store was opened November 4. This competition is open to art students everywhere and during the past few years has attracted a good deal of notice among those who are fond of art. Oil paintings, water colors and pictures in black and white are eligible to entry for the various prizes.

§ §

SALES MANAGERS should co-operate with the advertising department. The department head knows what is to be advertised and he should have the advertised goods out on display early in the morning.

§ §

MERCHANTS RECORD AND SHOW WINDOW published monthly at Chicago, Ill., required by the Act of August 24, 1912.

Note.—This statement is to be made in duplicate, both copies to be delivered by the publisher to the postmaster, who will send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the post office.

Editor, Thomas A. Bird, 431 South Dearborn St., Chicago, Ill.; Managing Editor, Geo. H. Lamberton, 431 South Dearborn St., Chicago, Ill.; Business Managers, Geo. H. Lamberton, 431 South Dearborn St., Chicago, Ill.; Publisher, Merchants Record Company, 431 South Dearborn St., Chicago, Ill.

An Illinois Corporation.

Stockholders holding 1 per cent or more of total amount of stock:

Joseph F. Nickerson, 431 South Dearborn St., Chicago, Ill.; Helen G. Curtis, Oak Park, Ill.; Geo. H. Lamberton, 431 South Dearborn St., Chicago, Ill.; Charles A. Ward, 31 W. Lake St., Chicago, Ill.; H. C. Maley, Masonic Temple, Chicago, Ill.

GEO. H. LAMBERTON,

Business Manager.

Sworn to and subscribed before me this 25th day of September, 1913.

(Seal.)

HELENA B. DAVIDSON,

Notary Public.

(My commission expires Jan. 6th, 1914.)



THIS store is solving its merchandising problems by the use of the "New Way" Methods and Equipment—and there are nearly *Three Thousand* others doing the same thing.

Forget, if you like, that there are three thousand "New Way" merchants. Think of it as one merchant in a town of 5,000, 25,000, 50,000 or 100,000 inhabitants, or in Boston, Philadelphia, Chicago, New York, New Orleans, San Francisco.

Here in the *Fourth Edition* of "How to Merchandise the New Way," are the facts, the floor plans, the interior views of stores that will illustrate just the questions you have in mind.

It is a big problem—this matter of giving the service that satisfies consumers in the face of competition—of doing it economically—of displaying the goods to advantage and preserving the proper merchandising relation between the costs of doing business and the profits to be derived.

"New Way" merchants are developing the "New Way" Service in their own individual stores so fast that we have had to extend "How to Merchandise the New Way" to sixty-eight pages in this *Fourth Edition*.

We believe that you will be interested in reading "How to Merchandise the New Way", and we will be glad to send you a copy—FREE—at your request. We will also include the first edition of the "*New Way Publicity Service*"—suggestions for the "New Way" merchant who wishes to capitalize the prestige of the "New Way" Crystal Wardrobe in his own advertising. Just drop a post card to Dept. S.

GRAND RAPIDS SHOW CASE COMPANY

The Largest Show Case and Store Equipment Plant in the World

(Licensed under the Smith Patents)

GRAND RAPIDS, MICHIGAN

Show Rooms and Factories: New York Grand Rapids Chicago Portland

Decorations With Character



No. 2600. White Smilax Spray, Frosted. Can be used with White Poinsettia or other flowers. Length 20 in. Spreads 15 in. Tinted any color to order. Dozen. \$2.00 Gross. \$21.00



No. 2627. White Poinsettia, Frosted. Flower 14 inch diameter. Stem 24 inches.

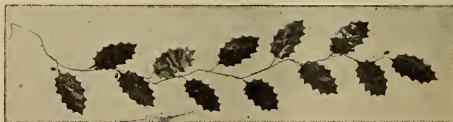
Dozen\$1.25
Gross.....12.00

We have many other handsome varieties of this flower.



No. 2965. Giant Poinsettia. Red crepe flower, green leaves, sure to make a hit. Flower 22 in.; stem 24 in. Best decoration for interior display.

Dozen.....\$2.00 Gross.....\$20.00



No. 2437. Holly Vines. This is a faithful reproduction of natural Holly. Made in 1 yard lengths with 12 leaves and 12 berries to the yard.

Dozen yards.....\$0.90 Gross yards.....\$9.00

SCHACK'S SPECIALTIES

In addition to our splendid line of flowers, shades, etc., we make it a point to supply many other useful specialties that the average trimmer usually has trouble in finding. Here are some of them.

Schack's Rock Crystal—The most artistic finish ever produced for finishing frame work, etc.

Schack's Onyx Paper and Onyxite—Produce the effect of the finest marble at a very small cost.

Schack's Metallic Flitter—The finest and most beautiful flitter ever offered the decorator—any color.

Schack's Imitation Snow—A perfect imitation, glittering and brilliant. Fine for window use.

Schack's Integral Flooring—The most classy floor covering ever produced for the show window.

All of these and many more are fully described in our Xmas Book.

Send for this book NOW



No. 4200. Natural Preserved Oak Spray.

Finest natural foliage preserved by special process. Splendid colors. Green or red.

Per 100\$10.00

Schack Artificial Flower Co. 1739-41 Milwaukee Ave. Chicago

Satisfied Customers

The best and most convincing advertisement of the Schack Artificial Flower Co. is the army of satisfied customers. Ask anyone who has used Schack Flowers, and you will find they always satisfy.

F. W. WRIGHT, PRESIDENT
H. W. WRIGHT, VICE PRESIDENT
H. W. METZLER, MGR. & TREAS.

STORES: CONNELLVILLE, PA.
LANSINGTOWN, PA.

A. C. Ogden
A. Bates

THU-STATE PHONE 555
DELL PHONE 87

Department Store
Wright Metzler
Company

CONNELLVILLE, PA.

Oct. 9-13.

*Schack Art. Flower Co.
Chicago & Ill.*

Dear Sir:

*If there is a copy of
the new "book" for "Xmas" awaiting
my asking please send it now.
My three orders this fall have
been satisfactory and I can
go to any city and pick out of the
windows the "Schack" productions
for they are in a class by themselves.
Adding the new book to add to
my library of valuable literature.
I am, very truly yours,*

I. C. Ogden
Please send a book to Mr. Bates-Huntsman, Pa!

¶ This letter is one of hundreds of similar ones that we are receiving all the time. Our customers are so well satisfied that they want to tell us about it.

¶ In the complete satisfaction of customers lies the success of this Company. We are counting on being in business for many years to come, and we plan our business policy so that every new customer will become an old customer.

¶ Every merchant or window dresser who has ever bought goods from us is a walking advertisement for Schack Flowers and Schack Service.

¶ This is because we make it a point to always do a little more than we promise. You will always find that our goods "open up" a little better than our advertising has pictured them.

¶ If you have not been using Schack's Flowers, right now is the

best time to give them a trial. Use them in your holiday displays and compare their beauty and artistic effectiveness with the best imported flowers. You will find that Schack Flowers look just as well, or better, and they cost only half as much.

Send now for "SCHACK'S XMAS FLOWER BOOK." It is filled with fine ideas for Christmas displays. This book will help you to make better displays—and it will show you how to save a lot of money on your decorations. It is free for the asking.

Schack Artificial Flower Co. 1739-41 Milwaukee Ave. **Chicago**

International Association of Window Trimmers

OFFICERS

President, CLAUDE J. POTTER, St. Louis, Mo.

First Vice-President, A. W. LINDBLOM, Minneapolis, Minn.

Second Vice-President, E. G. REDMOND, Elkhart, Ind.

Third Vice-President, T. W. WANAMAKER, Galesburg, Ill.

Treasurer, JOHN GRANNEL, Evansville, Ind.

Secretary and Manager Employment Bureau,

P. W. HUNSICKER, Grand Rapids, Mich.

BOARD OF DIRECTORS

Chairman, E. D. PIERCE, Rochester, N. Y.

G. W. HUBBARD, Grand Rapids, Mich.

E. J. BERG, Milwaukee, Wis.

The President Says—

That co-operation is an important factor in the commercial world—it is the source from which greater efficiency can be attained. Look at any of our great commercial enterprises today, study their methods and you'll find that co-operation is the foundation of their success. Talk with the Sales Managers or Advertising Managers of these big establishments and they will tell you that in order to produce the best results it is absolutely necessary for every person in that establishment to work together.

For this particular discussion we will take the retail stores as they are—the ones the Window Trimmers are interested in—and we will say that there are four factors which go to make up the business—getting force of these establishments: namely, the merchandise man, the ad man, the window trimmer and the buyer. They compose the men who are responsible for the success or failure of any store—they are the men who must co-operate if that store attains any degree of success. The merchandise man co-operates with the buyers and the advertising man with the trimmers and buyers. They work out their plans together and everything harmonizes; everybody is striving for the same end and the result is success.

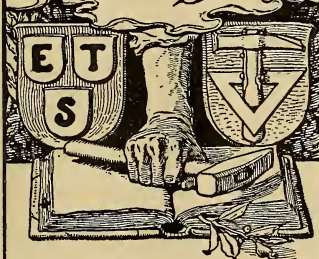
Now, if the co-operation of these four men can bring success to a store, why won't this same plan work out if all the window trimmers in your city get together and co-operate? The ad men have their Ad Club; they have their meetings and educational work and every once in a while you hear of some splendid stunt that the Ad Club has pulled off which was good for the city and the merchants. This is co-operation.

I am glad to say that we have window trimmers' clubs now, or local associations as we call them, that are doing the same thing, and doing them successfully, too. Take, for instance, the Twin City Association up in Minneapolis and St. Paul. They were instrumental in pulling off a wonderfully successful Fashion Show this fall. The Grand Rapids local was also successful in a like event, and the Lancaster Association's co-operation with the Lancaster Ad Club made their United Fashion Show a tremendous affair.

This only goes to show that co-operation is a greater force than competition, and if the window trimmers all over the country will only lay aside their petty jealousies and get together, they will accomplish greater things for themselves, for their firms and for their cities.

C. J. POTTER, President
International Association of Window Trimmers
1627 Washington Avenue
St. Louis, Mo.

**AN INVESTMENT IN
KNOWLEDGE
ALWAYS PAY THE BEST
INTEREST**



**ECONOMIST TRAIN-
ING SCHOOL.**

Free "10 Display Managers Tell How to Sell It"

This new, valuable book, retail price 50c will be mailed absolutely free to you, in order that you may become better acquainted with the "Dry Goods Economist and the Economist Training School." Every trimmer will want a copy, as it is edited by 10 big men in the display managing field. Following is the table of contents:

1. Window-Salesman's Problems.....by A. C. Judd, Albany, N. Y.
2. Windows That Sell Goods.....by Harry Holle, Birmingham, Ala.
3. Sale and Opening Windows.....by Oscar Klausner, Detroit, Mich.
4. Working with the Buyer.....by Tom Allen, Douglas, Ariz.
5. How to Get Buyer's Aid.....by Daniel V. Lynch, Jacksonville, Fla.
6. Back Up Ads with Windows.....by A. J. Edgell, Lancaster, Pa.
7. Buyer's Aid in Displays.....by W. F. Allert, New York.
8. Buyer and Window Trimmer.....by J. H. Richter, New York.
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10. Display in Special Sales.....by T. G. Duey, Springfield, Ill.

With your order for the free book we will also include our complete list of 100 select business books on:

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The Economist Training School is now open the year round. Classes form every Monday. Instructors: A. E. Hurst, Mgr.; C. J. Nowak, draping and card writing; G. A. Smith, Men's wear and backgrounds; James V. Fisk, Salesmanship; Guy Hubbard, advertiser; and a permanent lecturing staff of 20 retail experts. School catalogue and complete prospectus sent on request.

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Our latest booklet is our best

Twenty good pages of new
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Established 1852

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30 Kingston Street
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BALTIMORE
Nos. 10 and 12
Hopkins Place

Eastern Decorators' Banquet

A NUMBER of the leading decorators of New York and several other surrounding cities took part in a banquet at the Waldorf Astoria in New York, Saturday evening, October 25. It was the first meeting of the kind ever held in the East, and it is believed by its promoters as well as by all who attended that the results will be far reaching in the promotion of closer relations and a correspondingly increased spirit of good fellowship among the men who are in charge of the windows of the great stores. The affair was arranged by a committee of five composed of Messrs. Frankenthal, Allert, Wendel and Burnam of New York, and Mr. Koerber of Philadelphia. All of these gentlemen are to be congratulated upon the successful manner in which the affair was arranged and carried out—an undertaking, that required no little work.

The dinner was held in one of the private banquet rooms of the hotel and the table was elaborately decorated, being banked solidly with fall flowers, in the center of which was placed a fountain. This entire decoration was donated by Chas. Wendel of Gimbel Bros. New York store. An elaborate menu was served, during which a very friendly feeling prevailed and it was proposed that dinners of a similar character be held at intervals throughout the year. The feast was interspersed with many toasts to the different cities and to those present. Songs were sung and evidence of good fellowship was apparent on every hand. Following the dinner there was much speech making, every one present being called upon for a talk and all responding. Mr. Wendel acted as toastmaster.

As the first speaker, Mr. Koerber stated the purpose of the meeting to be to further the good will and fellowship among the men who stand at the head of

the window trimming profession in the East, to promote a spirit of mutual co-operation among the men of the craft. This was the keynote of all the speeches that followed.

Mr. Frankenthal, who was referred to as the dean of the profession received an ovation. He was referred to in Mr. Koerber's address as follows: "It is indeed a pleasure for all of us here tonight, to see the dean of our profession, Mr. Frankenthal, from whom all of us, no doubt, have got some inspiration. Mr. Frankenthal, I am so happy to have you with us on this occasion, and I am sure that you are prouder than any man at this table when you see two young men here, seated alongside of you, to whom you have taught the principles and supplied the foundation that has enabled them to follow in your footsteps. These men are Mr. Tischman and Mr. Truella. They have developed their own skill to such a degree that today they stand in the profession alongside of you and have reached their goal. And here we have other young men who have been led the same way and have succeeded in reaching the top of the ladder. They are indebted to such men as Mr. Wendel, Mr. Cronin, Mr. Schmehl, Mr. Devlin, Mr. Tischman and others.

"Is it not some satisfaction to look back upon something which has a noble purpose and that we have imbedded in the minds of those who have so loyally assisted and supported us in our undertakings. And is it not gratifying to us all that they have reached the goal that we wanted them to reach. They have shown their appreciation by being with us here tonight. It is shown that we have their loyal support in this our first banquet where the motto is—Good fellowship, friendship and sincerity."

In the various addresses, the speakers being for the most part veterans in the business, much was said of old time methods as compared with modern practices. Mr. Allert made a most interesting address in



BANQUET OF NEW YORK WINDOW DRESSERS.



A new, original and effective
paper for artistic window
decoration

Use it for your

Holiday Show Windows

¶ The most appropriate covering
for window backgrounds and
floors, panels, columns, dividers,
pedestals, draping stands, scenic
frames.

¶ Now being used with splen-
did results by leading window
trimmers throughout the
country.

¶ In stock in convenient size in
many different colors and pat-
terns. Write for samples.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.



Training Makes Men Equal

**Every Man Can Succeed
In Some Line of Work**

Success is not a prize to be won by a favored few—it is a divine *right* that *every* man should enjoy. And gaining success is simply a matter of training those talents that *every* normal man possesses—but that so *few* know how to use.

The successful men of today trained their *brains*—they developed their *natural ability*. The *unsuccessful* men plugged away at what-
ever they *happened* to find, all unaware of the talents they possessed that *might* have enabled them to succeed in another line of work.

You have natural ability for *some* line of work. Find out what this natural ability is—and then train yourself along that line.

For twenty-two years the International Correspondence Schools have been training men for better jobs by helping them to develop their natural ability. They can do the same for *you*, right in your *own home*, during your *spare time*.

Just mark and mail the attached coupon and the I.C.S. will lay the proof before you. Without any obligation on your part they will show you how they can train you for a successful career in the line of work you like best.

Mark the Coupon NOW

International Correspondence Schools

Box 829, Scranton, Pa.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position, trade, or profession before which I have marked X.

<input type="checkbox"/> Advertising	<input type="checkbox"/> General Illustrating
<input type="checkbox"/> Window Trimming	<input type="checkbox"/> Commercial Illustrating
<input type="checkbox"/> Show-Card Writing	<input type="checkbox"/> Sign Painting
<input type="checkbox"/> Salesmanship	<input type="checkbox"/> Ornamental Designing
<input type="checkbox"/> Commercial Law	<input type="checkbox"/> Textile/Manufacturing
<input type="checkbox"/> Bookkeeping	<input type="checkbox"/> Teaching
<input type="checkbox"/> Stenography	<input type="checkbox"/> Civil Service Exams.
<input type="checkbox"/> Banking	<input type="checkbox"/> Chemistry
<input type="checkbox"/> Commercial English	<input type="checkbox"/> Automobile Running
<input type="checkbox"/> English Branches	<input type="checkbox"/> Agriculture

Name _____
Street and No. _____
City _____ State _____

which he compared the man who has charge of the window displays to the man who handles the advertising for the retail store. He held that the window dresser's work is really the more important of the two and that it should receive the more credit.

All of the addresses were made in a happy vein and each of the speakers made it plain that he was glad he came and would be glad to attend similar meetings. Practically every speaker expressed himself as favorable to dinners of a like nature to be held three or four times a year. Those present were as follows:

Herman Frankenthal, B. Altman & Co., New York.
 Jerome A. Koerber, Strawbridge & Clothier, Philadelphia
 W. F. Allert, R. H. Macy & Co., New York.
 Jos. M. Feinson, Webber & Heilbronner, New York.
 Harry Hilscher, L. S. Plaut & Co., Newark, N. J.
 F. G. Schmehl, Greenhut-Siegel-Cooper Co., New York.
 Jos. D. Nathan, Jordan Marsh & Co., Boston.
 Wm. Tishman, James McCreery & Co., New York.
 Thomas H. Jenkins, Smith, Gray & Co., New York.
 Charles Wendel, Gimbel Brothers, New York.
 James Trewbella, Best & Co., New York.
 J. J. Cronin, Bambergers, Newark, N. J.
 W. C. Berg, Bonwit, Teller & Co., New York.
 J. J. Richter, Saks & Co., New York.
 W. H. Bulmer, Lit Bros., Philadelphia.
 B. Field, Gimbel Brothers, Philadelphia.
 J. H. True, Store Equipment Mfrs. Ass'n, New York.
 Theodore S. Zegers, Stern Bros., New York.
 H. F. Bird, Wanamakers, New York.
 E. Munn, Franklin Simons & Co., New York.
 J. Kelly, Oppenheim, Collins & Co., New York.
 Harry L. Bear, Hearn & Son, New York.
 Arthur N. Waldron, Loesers, Brooklyn.
 David E. Spear, Filene's, Boston.
 Peter Deverick, Hahnes, Newark, N. J.
 H. K. Burnam, "Clothier and Furnisher."
 Wilbur W. Nugent, New York.
 B. M. Arrick, "Dry Goods Economist."
 W. H. Ross, Merchants Record and Show Window.
 Mr. Hahn, "Women's Wear."

We regret exceedingly that, owing to a lack of time it was impossible for us to get a more complete report of this meeting. We should have been glad to have been able to report in full all of the speeches that were made. The Merchants Record and Show Window is heartily in sympathy with movements of this sort, which can result in nothing but good to all concerned. Through the spirit of co-operation, good fellowship and a better mutual understanding that must necessarily be engendered by such meetings, the craft of the window dresser is bound to be bettered and lifted to the high position it deserves. We congratulate the committee who arranged for this banquet and we also commend the generous and broadminded spirit of co-operation shown by every man who sat around the board at the Waldorf Astoria.

✻ ✻

Store Rules

NCESSARILY every store must have certain rules for the guidance of salespeople. In making these rules, however, a good deal of discretion should be used. There is an ancient proverb to the effect that every rule has its exceptions and this applies to store rules as well as to any other. It should be taken into consideration by the maker of them that the store rules must frequently be acted upon by salespeople of small experience and less judgment. No rule should ever be made that

can be construed to mean the refusal of reasonable service to a customer. Here is an example:

In the ribbon department of one of the biggest and best stores on State street the bolts of ribbon are kept in large shelf boxes, each of which contains a dozen or more bolts. A customer showed a sample to the salesgirl and asked to have it matched. This was accomplished satisfactorily and the customer asked to be shown two other shades in the same width to harmonize with the first selection. The salesgirl rummaged through the box and found a second shade which was also satisfactory. When the customer asked for the third shade, the girl behind the counter said that she didn't have the desired shade. The customer was a bit insistent and asked her to take down another box and look for the desired color. After a moment's hesitation the girl said:

"I can't take down another box, ma'am. It is a rule of this department that we can only have one box of ribbon on the counter at a time."

"But," said the astonished customer, "I have picked out two shades from this box and I want another to harmonize with the ones I have selected. How can I buy it unless you will take down the box and let me see it?"

It was against the rule, the girl said, and the rule must be observed. Then a happy thought struck her. She could put back the first box of ribbons and then take down another. This did not appeal to the customer, who said that she must see the different shades together in order to make a proper selection. Quite an argument followed. The customer became angry, but the girl remained firm, although she was evidently distressed. Neither the customer nor the girl thought of appealing to the aisle manager. Then the customer walked out, and it was evident from her manner that she was on her way to some store that did not have fool rules that prevented a customer from making a purchase in a sensible way.

It is hardly believable that such a thing could occur in one of the most modern stores in the world. But it did happen and there you are. Probably that rule was made for careless salespeople who were in the habit of leaving several boxes on the counter to go and pull down fresh ones for a new customer. Possibly the clerk misunderstood the rule. That makes no difference. The point is that the store probably lost a customer who had a very good excuse for being disgusted with the treatment she received. Store rules should be so worded that there is no possibility of their misinterpretation, even by the most inexperienced—and if exceptions are to be made under certain circumstances, these exceptions should be embodied in the rule.

**HOLLY**

We have the finest crop of Holly in years, extra well berried. Place your orders with us early and get strictly fresh stock, only a few hours from the trees.

5 lb. box.....	\$1.25	40 lb. box.....	\$0.75
15 lb. box.....	2.00	60 lb. box.....	3.00
25 lb. box.....	2.00	80 lb. box.....	3.50

LONG NEEDLE PINES

Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "green" for profit try them. Stand lots of handling; don't wilt, fade or show wear easily, and are generally safe to experiment with, for they will sell. Each Dozen Hundred

2 feet high.....	\$0.10	\$1.00	\$ 6.00
3 feet high.....	.12½	1.25	9.00
4 feet high.....	.15	1.50	11.00
Assorted sizes, 2 to 4 feet.....		1.25	8.00

Extra large sizes, 5 to 6 feet, \$0.50 each.

CHAMAEROP PALM CROWNS

Fine for window decorations; also good sellers for home and church decoration. Placed in a vase of water they cannot be told from a natural plant. Our little booklet "Some Things You Ought to Know," tells you how to handle them.

	Each	Dozen	Hundred
3 feet.....	\$0.15	\$1.50	\$11.00
4 feet.....	.20	2.25	15.00
5 feet.....	.25	3.00	20.00
6 feet.....	.30	3.50	25.00
Assorted sizes.....		3.00	20.00

Extra large, 7 to 10 feet, 50c and \$1.00 each.

SOUTHERN WILD SMILAX

Absolutely the finest decorative evergreen in existence. In decoration it will last almost any length of time, as it dries green, and is nearly as handsome when perfectly dry as when fresh. It does not drop its leaves, is light for shipment, elegant and cheap, packed in six different sizes containing sufficient smilax to cover from one hundred to six hundred square feet of wall space.

Case No. 1.....	\$1.00	Case No. 4.....	\$3.50
Case No. 2.....	2.00	Case No. 5.....	4.00
Case No. 3.....	3.00	Case No. 6.....	4.50

SABAL PALM LEAVES

Always useful in decoration. Good to sell or give away. Perhaps you are looking for some little souvenir to present your customer this Xmas season. How would a great big palm leaf and say a spray of holly do? Dozen, 25c; hundred \$2.50. Special rates per thousand.

CALDWELL

THE WOODSMAN COMPANY
EVERGREEN --:-- ALABAMA

What Man Expects of Man at Christmas is GENUINENESS

Will you "buck" the deep-rooted prejudice against SHAM at Christmastide by FOOLING prospective buyers with ARTIFICIAL decorations?

My Natural Evergreens in Your Window

will go far toward giving a genuine belief that the merchandise displayed is entitled to a close *inside inspection*.

Is THAT worth while?

I Guarantee the Decorations Listed on This Page to Be RIGHT and SATISFACTORY in Every Particular.

SPECIAL HOLIDAY SEASON OFFER

As a special offer for holiday window dressing and store decorating, I offer a very beautiful decoration consisting of sufficient material to decorate two large windows and the entrance to your store lavishly. Packed in one large case, weight 50 lbs., as follows:

400 square feet Wild Smilax.	1 dozen Sabal Palm Leaves.
6 long Needle Pines.	12 large branches Holly.
2 Palm Crowns.	
50 sprays Magnolia, enough for 2 large wreaths.	

\$5 cash with order

MAGNOLIA FOLIAGE

The Magnolia is, without doubt, the most beautiful of the many evergreen trees of the South. Branches are fine for decorating windows or interiors; also a great seller and can be handled a great deal without marring or bruising. Packed in same size cases as Southern Smilax.

No. 1.....	\$1.00	No. 4.....	\$3.50
No. 2.....	2.00	No. 5.....	4.00
No. 3.....	3.00	No. 6.....	4.50



SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS
WITH A FEW CHANGES THEY MAY BE MADE TO
APPLY TO ANY BUSINESS. WORK THEM
OVER TO SUIT YOURSELF

Coats for Which Women Have Been Waiting. Coats so good, so unexpectedly fine, that they will please the women who have been waiting for something better than they were able to find earlier. In new \$19.50 coats the maker has used up the last of some splendidly warm tweeds, imported to put into higher priced coats. Black and white mixture with red and black checked backs. At \$32 are wool plush coats, soft and warm and draping into good lines on the wearer. Lined throughout with silk. Black, navy blue and brown.

Blouses at \$3.50, \$3.85 and \$5. Everybody would get their clothes from Paris if they could afford it, say some people. But would they? Will the woman who wants to pay \$3.50 to \$5, prefer one of these simple Paris blouses, or a more elaborate model from the domestic collections? We have imported the French blouses to find out. Certainly the French models are prettier than any we ever had before for the same little cost.

Coats and Wraps \$29.50. In this collection there are wool velour coats and plush coats, either plain or fur-trimmed; coats of velour de laine, Duveltyne, Bedford cord, rough cheviot, Ural cloth and sponge. A number of the newest models, but practically all of them with big, loose kimono sleeves, and buttoning in the vicinity of the heart. Some of these coats are most effectively trimmed. In a liberal range of the new Fall colors, and black.

Street Frocks \$29.50. Dresses for street and afternoon wear. Th materials embrace crepe de chine, crepe meteor and charmeuse. The models have the freedom and unrestraint of the new coat styles, the kimono sleeves in particular. Designed on easy, soft-hanging lines, the yokes quite low and trimmed with laces, nets and frills, the skirts draped. Black, navy, Copenhagen, taupe, prune, brown and green.

No Hint of Their Low Prices in These Waists. No woman would associate \$1.00 or \$2.00 with these cotton waists, so many of the charming features of high-priced waists being duplicated in them. Voile, crepe, fine lawn, batiste and fancy-weave materials are the fabrics they are made of, and all sorts of fashionable trimmings are used on them—fluffy little frills, hand-embroidery, dainty laces, gay little buttons or touches of color. High-and-low-collar styles, all with long sleeves.

A Fairylend of Frocks for Young Women. Suppose that just when you were dreading choosing your own gowns, you suddenly found yourself in a charming room which contained one thousand of the prettiest dresses imaginable—every single one of them becoming! Wouldn't you believe yourself in Fairylend? Little Gray Soloms are just such a Fairylend. The evening dresses are marvels of swirled draperies, cobwebby laces, jewel-like ornaments, soft furs and clusters of flowers—in the most exquisite shades and color combinations you've ever seen!

More Than Charm in These Women's Dresses. Their loveliness and exclusiveness are apparent at a glance, but it is when they are tried on that they are most admired. So cleverly are they designed and proportioned, so artistically are the draperies adjusted, that invariably they fit perfectly without any alterations—a boon to busy women.

Women's New Dresses at \$12.75. Frocks of greater beauty and quality than one is usually led to expect at this sum. Delightful little afternoon and street dresses in soft, pretty colorings, and of charmeuse and crepes de chine—little tunic frocks, frocks with two and three-tier skirts, and other dresses, prettily draped. White crepes and soft blues are in the lighter shades, and there are darker colorings as well.

\$5, \$6 and \$8 Trimmed Hats. Although hundreds of these Hats are now being worn by well-dressed women on our fashionable thoroughfares, and many more hundreds than we can even imagine will be made up during the season for other women equally fashionable, the marvel is that hardly any two hats are exactly alike. It may be but a slight difference in their shaping, which this season's soft materials permit. Or perhaps an almost imperceptible variation in color,

or an entirely new and artistic arrangement of the fancies, feathers, wings or ribbon bows. But the difference is there, unmistakable to the women whose pleasure and good fortune it is to have every shape, color and trimming idea of the season to select from, in hats reproduced by our skilled workers from models costing many times as much as these—\$5.00 \$6.00 and \$8.00.

Beautiful Trimmings—for Beautiful Opera Gowns. There are bands and ornaments of rhinestones—rhinestones alone and with jet or with crystals or pearls. They make very effective trimmings indeed. Sheer and delicate nets, in bands, allover, flouncings embroidered in tinsels, metal threads, beads and spangles in rich but subdued colorings. With much drapery on the gowns, there is quite a vogue for the pretty pendants, tassels and ornaments used to hold the draperies in place.

White Cotton Waist Special at \$1.00. Wonderful value! And daintiness unequalled at this price. Of sheer lawn, cotton voile, cotton crepe and batiste and all with the newest of new features, such as the new drop-shoulder, various pert little vest-effect collars in the newest shapes, and the usual fashionable quota of frills. All with long sleeves, low or high neck—special at \$1.00.

An Interesting Sale of Notions. All those desirable little needfuls that are required for dressmaking or home sewing, and the many little requisites for the finishing of garments, are here in a Sale replete with savings of a very attractive character. Women of economical bent, will profit by this event, and secure a full year's supply. That you may secure an idea of the savings, we give a partial list.

Every Stitch of a Dainty Lingerie Blouse by Hand and its price is only \$6.75. Hemstitching, beading, tucks, hand-embroidery and frillings are the trimmings which combine in the production of the simplicity which is elegance. A small bow of black taffeta finishes the low collar in front. Other new lingerie waists of lawn, voile and batiste, are trimmed in a variety of charming styles with laces, embroideries and frillings, and come high neck and low—\$1.85 to \$2.50.

17 New Styles in Nightgowns. That's an assortment! Dainty muslin, cambric and nainsook have been combined with laces, embroideries and ribbons in medium high and high-necked nightgowns, which give the protection so many women want in cold weather, while preserving the becomingness that all women want in all temperatures. Prices, \$1 to \$3.75.

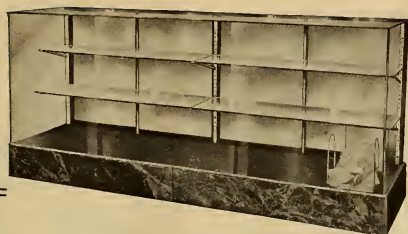
Women's Silk Waists. We are in the heart of a season of novelties in Waists—novelties and elaboration. A generosity of luxurious trimmings marks the day—wonderful accomplishments in hand-embroidery, lavish use of ostrich feathers, hand-made laces in profusion, beading in gorgeous and intricate designs, fur wherever fun can be used—and all the softest and sheereest of fabrics: Chiffon, crepe de chine, laces and nets; sometimes in such vivid and intense hues as tomato red, flame, emerald green and mahogany. Prices \$12.75 to \$45.00.

Unsurpassed Elegance in Women's Evening Wraps. Softness and richness of material, simplicity and elegance of drapery, the harmonious use and blending of color, and varied uses of sumptuous furs—these tell the story of our assortment of Evening Wraps, which women find more interesting than in many seasons past. At prices from \$25.00 to \$300.00.

Coats of Fur Elegance at Less than Fur Prices. Of fabric-fur—the rich, luxurious fabric that fashion approves and re-approves with each new model that appears in coats. For many styles are developed gracefully in these fur fabrics, whether it is soft as seal plush is, long-napped to resemble caracul or with the tight, close furry surface very like Persian lamb.

New Skirts of Velveteen, Brocades, Checks and Other Fabrics. Skirts have so much dignity and charm this season that the tailored suit may well be afraid of its laurels. That "a woman cannot live without a separate skirt" is one of the sayings this Autumn. Moire, velveteen, brocade, silk-and-wool poplins, checked cloths with over-bladdings of color, plain serge, eolienne, plaids and plain black broadcloth are some of the fabrics used. Prices \$6 upward.

Tailored Suits \$29.50. A number of very new models, made in such wand and cloths as broadcloth, poplin, cheviot, whipcord, Bedford stripes and matalasse. Loose wrap-like jackets and demi-tailored coats, some elaborately trimmed with plush and fancy embroidery, and others with collar and cuffs of fur. New skirts which drape either to the front or to the side. A very representative selection of the season's best suit modes.



The Short Cut to Your Customer's Pocket

When a man sees your latest and finest goods displayed in this handsome

Silent Salesman
TRADE MARK

ALL GLASS SHOW CASE

It doesn't require much persuasion to make the sale. Never was a case invented that gave a better display for the goods within. Never has there been offered you a case that is more attractive to the eye. No frame, screws, clamps or angles have been used in the glass work; nothing but the clear glass between your goods and the buyer's eye.

Put in one or two of these cases and watch them sell goods. We are specialists in display; write us for any information about show cases. Our latest catalog and booklet "THE VALUE OF DISPLAY," sent on request.

DETROIT SHOW CASE COMPANY

Show Case Makers to Progressive Merchants
487 FORT STREET, WEST - DETROIT, MICHIGAN
Get Our Book on Modern Store Front Construction



"Perfect Stroke"

BRUSHES

IT'S true that you can "get along" without the "Perfect Stroke" Brush, but you can't "get far." Those who have never tried it, don't know what they're missing; those who use it, will have no other brush.

There are no other supplies equal to "Perfect Stroke" supplies.

Write for my new catalog.

BERT L. DAILY Dept. E-11
DAYTON, O.

A Pretty Apron and Cap. A cheerful uniform of pink or blue chambray or the neat black mohair—all add very greatly to the pleasant atmosphere of one's home. The Wanamaker Store specializes in maids' and nurses' attire. Imported and domestic aprons for every occasion. 25c to \$2.75. Uniforms, \$1.25 to \$8. Caps, 4c to 35c.

More Than the Price Is Attractive in This Fabric. This is a \$2.50 material which is priced at \$1.25 yard. Whipcord of absolutely sterling worth, 54 inches wide. It will give the most excellent service and will always be smart and in good taste for tailored suits and gowns. In navy blue and black, and fifteen other shades, many of which were dyed to our order.

Women's Suits Were Never More Appealing. Never have they had so many claims to becomingness to recommend them, never have they been so widely different in styles. Women are handling them with admiration, and picking and choosing with evident delight. The Suit Store is the scene of pleasant activity—its possibilities for satisfactory selection are endless. No worthy style is absent from its stocks, no better values are obtainable anywhere. Its variety and extensiveness are matters of much comment—the unusual caste of its styles has the enviable reputation of years back of it.

All the New Shades in This Sale of Broadcloth. You might expect, when \$2.25 and \$2.85 a yard broadcloth is priced only \$1.35 a yard, that there would not be a wide choice of colors. But here are the new shades of rose, green, lavender, blue and many others. And with but few exceptions the fabrics are 54 inches wide. Sponged and shrunk. Silky, lustrous quality, too—in fact, an opportunity not to be missed to buy material for gowns, suits and evening wraps. Street and pastel shades.

Dress Trimmings and Ornaments Which Sparkle With Originality. Because dress trimmings are being used so sparingly this season, all the more reason why you should have exactly the right bit of garniture or ornament for the new gown. Our collection of Paris dress trimmings, ornaments, slides, tunics and buttons has never been so complete. Beaded, jewelled, embroidered, jetted.

Charming Autumn Apparel for Girls. So extensive has our business in girls' and Misses' wear grown, that it has been

necessary to increase the floor space devoted to this section, to accommodate both the comprehensive stocks and our increasing number of customers. Our apparel for the younger generation is favored because it possesses a youthful charm difficult to attain.

Women's Autumn Suits and Dresses. These are the suits and dresses that start the season for the large majority of women, judging from the frequent calls for garments at these prices. They are the suits and dresses which by reason of their frequent wearing require fine discrimination in choosing. Hundreds of new styles here in which to exercise your preference, and a great number within this price-range; each garment the best value obtainable at its price.

Men's \$5 Derbies at \$1.05. A headliner from headquarters! 2,000 lightweight derbies made by the most famous hatter of the age. So remarkable is the sale of this maker's hats that competitive derbies are comparatively a secret, and enjoy what may be regarded as a purely confidential sale. They are light-headed, thanks to the hard-headed firm that makes them. They are flexible, too, which means they are a source of comfort as well as protection. Blocked in half a score new models, affording plenty of variation in crown and brim, though there is none in the quality. Finished with imported leather bands, and crowded fore and aft with snap and style! All back.

The First Pair of Long Trousers. No easy matter to get just the right sort of suit for a boy when he rises to the dignity of long trousers. And yet it must be just right; for no suit he puts on afterwards will ever be subjected to such inspection. Here's the suit: A three-button suit of blue serge, made of men's suitings in the way a man's suit is made; well-shaped lapels; narrow trousers; coat slightly shaped at waist; for boys of 14 to 18. \$15. Other first long trouser suits, in good mixtures, \$10, \$12 and \$18.

Men's \$25 Silk-Lined Suits \$17.50. The suits are shown in attractive assortment of new fabrics and colorings. Take a look: Here's a maroon chevrot, with a lighter-color chalk-line stripe; coat has patch-pockets. Here's a vicuna in a smart Cambridge gray, edges, cuffs and pockets bound. Here's a dark blue hand-finished worsted with narrow line stripes of yellow and red, turn-back cuffs, patch-pockets. And

so on throughout the showing—the kind of suits worn by well-dressed men and for which \$25 is the usual price.

Can a Man Get a Really Good Suit for \$12.50 to \$15.50? He can—1F—he knows where to look for it. He will find it in the Wanamaker store of men's lower-price clothing, Subway floor. If any man comes here and fails to satisfy himself as to the correctness of this statement, we ask him to please make the matter known to the house.

The New Japanese House Coats Will Make Men Feel Fine. Over the sea and the land they have come, just as we are beginning to get the furnace ready for its long service, the warm house coats and room robes made for us in Japan for the men in New York. We selected the silks—Japanese habutai—and had the coats and robes made under the supervision of a Wanamaker representative in Japan. Quilted cotton vests between the outer and inner silk. Colors are brown, green, navy, black and purple. House coats, \$7.50; robes, \$15.

Men's Tweed Hats for Rough Weather. Small hats, that don't get in the way under an umbrella. Or if you get caught in the rain without an umbrella, the rain won't hurt them. We are speaking particularly of Lincoln-Bennett tweed hats from London—sold here only in Philadelphia, \$3.50. Caps, \$2 and \$3.

How Many Pairs of Shoes Should a Man Have? Two pairs for business: 14 styles to choose from here, at \$4; 15 styles, at \$5; 10 styles, at \$5.50; 12 styles, at \$7 to \$11. One of patent leather: 15 styles to choose from, at \$4 to \$10 pair. One for the country: 12 styles to choose from, in walking shoes, at \$4 to \$11, and 42 styles in sports shoes, comprehending every need from handball to hunting. "Never have seen such a fine assemblage of men's shoes," said a club man a few days ago.

Men's Cloth Raincoats That Look Like Topcoats. As a matter of fact, they are topcoats—rain-proof topcoats. Made in a smart, loose style in gray and brown mixture goods that has been treated to shed water. Of course, plenty of regular raincoats in tan and olive. \$10 to \$30.

It is Easier for a Man to Spend \$20 for a Suit Than it is to get a \$20 Suit for 11 1/2. The fact is, your selection of a suit should be governed by all available information as to the greatest value to be obtained in a suit at the price you pay for it. And your adoption of this method in purchasing a suit of clothes will inevitably lead you to Saks', for if ever a suit at \$20 deserved to be a standard of value at that figure it is a Saks-made suit this Fall. They are a positive joy to behold, tailored and finished with the fervor of a jealous reputation, teeming with talent, instinct with individuality, and superb with style. And we are not done yet, for to the superlative tailoring of these \$20 suits we add the fame of a limitless variety of fabrics, embracing a full range of the season's popular patterns and colors. There is nothing to it but Saks!

These Men's Shirts Are Unusual Value at \$1.50. New plaited-bosom shirts, fresh from our own factory, made in both long- and short-bosom styles. The pleasing effects and colorings, and the fine quality of the madras used, stamp them as the ideal autumn shirts for men of taste. Most stores ask \$2.00 for the same quality—\$1.50.

Shoes of Style and Sterling Quality. The draughting of specifications for our own famous S. & C. lines of Shoes, and the selection of such lines as are not made expressly for this store, are entrusted to none but experts in style as well as quality of leather and every phase of shoemaking art. We have established a high standard, and bar out all "cheap," low grades. This is the city's foremost shoe store because we have proved that it pays in the long run to buy shoes of sterling quality, and because we maintain this high standard with moderation of cost.

Wanamaker Shoes for Boys are Made of Best-Wearing Leathers. And properly made; so that active, growing feet shall not be cramped. At \$3, there is a very wide choice; shoes of stout box calfskin with broad toes; shoes with straight lines; shoes of dull calfskin with medium width toe, button shoes of patent leather or dull calfskin, for wear on special occasions; soft kidskin shoes for boys who are much indoors.

Boys' \$1.00 Shirts and Blouses, 65c. The Puritan shirts and blouses are especially desirable for school, combining that fresh, clean appearance with durability. The shirts are of fine percale and woven madras, in a variety of colorings and designs; neckband and laundered cuffs attached. The blouses are of woven madras, white and colored grounds, in a wide range of patterns; soft collar and turn-back cuffs. All fast colors. Three garments for less than the price of two—65c each.

DECISIONS IN ANNUAL CONTEST

THOUSANDS OF PHOTOGRAPHS CAREFULLY EXAMINED BY JUDGES AND AWARDS MADE—LARGE NUMBER OF EXCELLENT ENTRIES MAKES TASK OF DECIDING A DIFFICULT ONE—THE WINNERS

THE AWARDED OF PRIZES in our Annual Contest was delayed this year because of the great number of photographs entered. So much time would be required to make the decisions that it was difficult to get the judges together at the same time. At last the decisions have been made, however, and the winners are announced here. About three thousand photographs had to be examined and compared, and there were so many of them that it was in many cases almost impossible to determine upon the ones having the greatest merit. This remarkable closeness necessitated in some instances an extremely careful comparison that in some cases resulted in a display being decided against for some defect so small that it would never have been noticed in an ordinary examination of the photograph.

There were 312 entrants, including decorators from every part of America, England, Ireland, Scotland, Germany, Belgium, France, Sweden, Austria, Japan, Australia and New Zealand. The number of pictures entered by each competitor varied from six to sixty-four. It is probably the best collection of photographs of this kind ever gathered together. To have won any one of the prizes in a contest such as this is a most practical testimonial to the decorator's ability.

The judges were David W. Moyer, chief window dresser for Chas. A. Stevens & Bros., Chicago; Harry T. Jones, head window dresser for Mandel Brothers, Chicago, and the editor of Merchants' Record and Show Window. Before the judging had gone far, it was evident to the judges that there were many pictures worthy of prizes but which would not receive them because there were so few. It was therefore agreed that a number of additional "special" prizes would be given to those contestants whose work was eligible to one of the regular prizes with the exception of some minor defect. There were also several contestants whose work was deemed worthy of honorable mention. The prizes were awarded as follows:

Grand Prize—Silver loving cup for the best collection of displays, E. D. Pierce, with Sibley, Lindsay & Curr Co., Rochester, N. Y.

Mr. Pierce's collection of photographs was a remarkably fine one. There were many displays, although it was by no means the largest collection entered in the contest, but quality counted for more than numbers. Every picture entered had exceptional merit. Each display showed not only original ideas and artistic designing, but a remarkably clever handling of merchandise. There were

WINDOW DRESSER STORES BEST SALESMAN

Mr. Hyde of the Chicago Tribune recently wrote an article for his paper with the above heading. He wrote this article after he had carefully studied Chicago windows which are conceded to be the best trimmed windows in the world. **We furnished the Floral Decorations for those windows.** Write us for a copy of the article.

Write for our catalog



No. 639—Holly Garland 54 inches trimmed with a large cluster of mistletoe sprays and abundance of red berries, may be bent in any shape.....Each \$2.50—Dozen \$25.00

Also made in other sizes with prices corresponding



- No. 671—Ruscus Tree, round shape in Birch Bark pot, 15 inches high. Dozen \$0.60—Gross \$6.00
 No. 671A—14 in. high. 45—4.50
 No. 671B—12 in. high. 30—3.00
 No. 671C—10 in. high. 20—2.00
 No. 671D—21 in. high. 90—9.00
- No. 672—Ruscus Tree, Pyramid shape in Birch Bark pot 15 inches high. Dozen \$0.65—Gross \$6.50
 No. 672A—14 in. high. 45—4.50
 No. 672B—12 in. high. 30—3.00
 No. 672C—10 in. high. 20—2.00
 No. 672D—21 in. high. 90—9.00

L. BAUMANN & CO.
 LEADING MANUFACTURERS AND IMPORTERS
 357-359 W. CHICAGO AVE.
 CHICAGO, ILL.

- No. 655—Holly Vine of green leaves with white edge and red berries Dozen \$0.60—Gross \$6.00
- No. 657—Holly Vine of 18 green leaves and 18 berries Dozen \$0.90—Gross \$9.00
- No. 659—Holly Vine of 24 green leaves with white edge and 24 berries. Dozen \$1.20—Gross \$12.00



No. 5765.—A large drooping spray of Red Azaleas with large leaves, a very showy article and fireproof. Each \$1.20—Dozen \$12.00



No. 636—Poinsettia wreath 28 inches in diameter, fine red vein leaves and saten flowers. An elaborate decoration. Each \$1.00—Dozen \$10.00

other collections of great merit, but in the opinion of the judges, Mr. Pierce's was easily the best.

Class A—Dry Goods—

Gold Medal—W. H. Hinks, with John W. Thomas & Co., Minneapolis, Minn.

Silver Medal—Monroe S. Snyder, with M. Goldenberg, Washington, D. C.

Bronze Medal—O. Wallace Davis, with M. Nathan, Johnstown, Pa.

Class B—Clothing—

Gold Medal—Harry Heim, with Lipman, Wolf & Co., Portland, Ore.

Silver Medal—Sam Friedman, with J. Blach & Sons, Birmingham, Ala.

Bronze Medal—R. W. McKnight, with Fit Rite Clothing Parlor, Victoria, B. C.

Class C—Draping—

Gold Medal—J. M. W. Yost, with Penn Traffic Co., Johnstown, Pa.

Silver Medal—Carl L. Greer, with Newman's, Joplin, Mo.

Bronze Medal—O. F. Ballou, with C. H. Almond D. G. Co., Lynchburg, Va.

Class D—Miscellaneous—

Gold Medal—James W. Mann, with B. B. Fowler, Glens Falls, N. Y.

Silver Medal—A. Millermaster, with Ed. Schuster, Milwaukee, Wis.

Bronze Medal—Tom Allan, with Phelps Dodge Merc. Co., Douglas, Ariz.

Special Medals of Honor—

J. E. Winner, with the White House, Galveston, Tex.

G. W. McClellan, with F. Johnson Co., Holdrege, Neb.

L. N. Johnson, with J. B. Blood, Lynn, Mass.

H. W. Goeller, with Schoedinger & Marr Co., Columbus, O.

W. R. Chandler, with Nelms & Blum, Greenville, Miss.

Wm. M. Sheppard, with Pelletier Co., Sioux City, Ia.

J. A. McNabb, with Richard Hall & Son, Peterboro, Can.

H. R. Claudius, with Foster, Ross & Co., Auburn, N. Y.

Chas. H. Bailey, with Wm. H. Frear Co., Troy, N. Y.

R. L. Paxton, with W. C. Stripling, Fort Worth, Tex.

Geo. L. Draeger, with Woodward & Lothrop, Washington, D. C.

D. Byrd Coleman, with Titche-Goettinger Co., Dallas, Tex.

P. M. Ciernia, with Field, Schlick & Co., St. Paul, Minn.

Henry A. Remillard, with Auslan & Wakelin Co., Holyoke, Mass.

W. J. Hewett, with David Jones, Ltd., Sydney, N. S. W., Australia.

Max Hopner, with Ed. Bieschowsky, Breslau, Germany.

Honorable Mention—

Chas. A. Benz, with Rosenbaum & Bro., Mt. Vernon, Ind.

J. A. Moore, with Graham Sykes Co., Muskogee, Okla.

Sam A. Montgomery, Grove City, Pa.

Seymour A. Anderson, with Stone Fisher Co., Tacoma, Wash.

Clyde L. Whalen, with A. L. Killian Co., Norfolk, Neb.

Young Warren, with Warren's Tea Store, Sligo, Ireland.

H. F. Stahl, with the Fair, Kankakee, Ill.

E. H. C. Ackemann, with Ackemann Bros., Elgin, Ill.

Wesley Bartikosky, with Alstad-Johnson Merc. Co., Cloquet, Minn.

§ §

A "Progressive" Sale

SIEGEL COOPER & CO. of Chicago recently made quite a spread of what they advertised with double pages as "*The Progressive Sale: Conducted in Every Detail by Our Salespeople.*" In each department, the salespeople were supposed to elect a captain who had the management of the selling campaign in that section. In the newspaper advertisements was published a group picture showing a portrait of each of the "captains" and below was a list of their names and the departments each represented. On either side of the portraits were the following invitations:

An Invitation from Our Salespeople.

We ask you to consider this as our sale. We planned it in every detail. We have selected the most attractive merchandise in our stocks and priced it, we believe, at less than such merchandise was ever sold before. We are earnestly trying to make a record for efficiency in this sale. It is the third Progressive Sale held at our request by Siegel, Cooper & Co., and already one salesperson who served as captain in our first Progressive Sale has been made a buyer and three have been made assistant buyers. We are out to excel the records made in the two preceding Progressive Sales, both as individuals and as departments. We have tried to make it to your advantage to participate in our effort.

COMMITTEE OF CAPTAINS.

An Invitation from Siegel, Cooper & Co.

We invite you to be present at the Progressive Sale for our mutual interest. We know the values are the best that have been offered in Chicago this season. We are proud of the work accomplished by the Committee of Captains. These Captains were selected by the salespeople themselves, and were in actual charge of this sale. We are glad to turn over the store to our salespeople not only because these sales have already developed men and women that we have been able to place in positions of responsibility but because the public has shown a tremendous interest in the efforts extended by these men and women from the ranks.

§ § SIEGEL, COOPER & CO.

IN RICHMOND, VA., a fall fashion show was conducted which resulted in the largest crowds ever seen in the business district of the city. The merchants of that city are planning for an even greater show of the same sort next year.



JUDGE FOR YOURSELF Then You Too Will Know.

YOU will absolutely know that our brushes are right—if you will use one. We only ask you to be *fair with yourself*. We have given special attention to the brush needs of the card writers. Because we know the card writers' needs from actual experience, we can pick the best. "Strong's" supply catalog contains the best brushes, both foreign and domestic, regardless of makers, that can be found. We don't push "one only" make, but our trade mark—"D. S. of L., Detroit"—means that it is the best brush of its kind, regardless of maker. In other words, the trade mark is a guarantee and your protection. It means we have thought of your needs always.

THE BRUSH OF THE MASTER CARD WRITERS

Hundreds of this country's recognized "Big Men" in the card writing profession are using D. S. of L. Blue Handle Brand Brushes—they, too, had to be shown by using a brush. Wouldn't you like to find a *better brush*? Sure, you would.

Then use the coupon and get the catalog—when it comes, look it over carefully and pick out your favorite brush and order it. It will tell its own tale, and you will be mighty glad. Be fair with yourself—use the coupon now.

DETROIT SCHOOL OF LETTERING DETROIT MICHIGAN

(Established 1899) "Oldest and Largest Dealers Catering Exclusively to the Lettering Fraternity"

CUT OUT & MAIL

DETROIT SCHOOL OF LETTERING, DETROIT, MICH.

DEAR SIRs—You may send me your new catalog of "Strong's Celebrated Supplies"

Name

City.....State.....



Make Your Show Windows Radiate the Christmas Spirit

We can supply you with exactly what you need to give to your windows the True Christmas Feeling.

One of our specialties is a remarkably fine line of beautiful paintings in oil showing winter landscapes and other subjects appropriate to the season.

These paintings can be furnished in any size or shape and you will be surprised to find how reasonably they are in price considering their beauty.

We also have a complete line of art dividers, tables, plateaux and relief work ornaments of all sorts.

Everything that you need can be found in the Show Rooms or Studios of

Bodine & Black
856 N. State St.
CHICAGO, ILL.

Phone North 4136

Designers and Manufacturers of Special Complete Backgrounds for Show Windows.

BEAVER BOARD



Entrance to the United Woolen Co. of Portsmouth, O.

For Shop Windows

THE United Woolen Co. is but one of hundreds of concerns that have discovered the many advantages of Beaver Board for show windows. Note that the board is used for the ceiling and walls of the entrance as well as for the window background.

If you missed our last month's offer to send free blue prints for a miniature house for holiday window display, write at once for details. We'll also send booklet "Beaver Board for Window Trims," and painted sample.

The Beaver Companies

United States: 166 Beaver Board, Buffalo, N.Y.
Canada: 346 Wall St., Beaverdale, Ottawa
Great Britain: 4 Southampton Row, London, W.



Trade Mark

Annual Prize Contest 1913

Closes December 1, 1914

THIRTEEN VALUABLE PRIZES

*One Large Silver Loving Cup, Handsomely Engraved.
Four Solid Gold Medals. Four Sterling Silver Medals.
Four Bronze Medals.*

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window trimming world. They are competed in by representative window dressers not only of America but many other countries: To wear one of the medals given by the Merchants Record and Show Window is a distinction of which any window trimmer may feel justly proud. It stands for the highest honor a window dresser can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

Our medals are as handsome as can be designed by the most competent sculptors and are invariably exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every window dresser who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better trimmer generally.

Because one is employed by a smaller store is no reason for not entering our Annual Contest. In years past many prizes have been won by trimmers in comparatively small towns. It is the work that is judged, not the name of the trimmer, nor the size of the store. Read the conditions below and send in your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS A—DRY GOODS. This class includes all lines of merchandise that are usually carried by a dry goods store.

First Prize—Engraved Gold Medal.
Second Prize—Engraved Silver Medal.
Third Prize—Engraved Bronze Medal.

CLASS B—CLOTHING. This class includes men's and boys' wearing apparel of all kinds, haberdashery, hats and furnishings, such as are usually carried by a clothing or men's furnishings store. The prizes are identical with those in class A.

CLASS C—MISCELLANEOUS. This class embraces all lines of merchandise except those named in Classes A, B and C. It takes in Hardware, Shoes, Groceries, Musical Instruments, Furniture, Books, Toys, Exterior and Interior Displays, Etc., Etc. Prizes identical with those in class A.

CLASS D—DRAPING. Prizes in this class will be awarded for the most artistic arrangement of any kind of fabrics over display fixtures or forms. Prizes same as in class A.

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the year. The prize in this class is a handsome loving cup, especially designed and engraved for this purpose.

Terms of the Contest Read Carefully

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the Annual Contest will be entered in the Monthly Contest for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the Merchants Record Company.

All photographs submitted in this competition must be fully described and must be sent us before July 31, 1913.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the Annual Contest must be marked upon the back of each photograph as follows: "For Annual Contest," with name and address of trimmer.

Points To Be Considered in Making Awards

Attractiveness—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

Sales—Under this head shall be considered the effect of the display in making sales.

Originality—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "Merchants Record and Show Window" and two window trimmers of acknowledged authority.

The Merchants Record Company

431 So. Dearborn Street

CHICAGO, U. S. A.

Specialties for the Holidays

We have the finest line of Holiday Specialties we have ever offered. Send for big colored catalog.



Santa Claus Head—Best Papier Mache—Beautifully Colored

12-inch, Each	\$0.75	— Dozen,	\$ 7.50
18-inch, Each	1.40	— Dozen,	14.00
24-inch, Each	3.00	— Dozen,	30.00
30-inch, Each	6.00		



Tissue Folding Bells—Red only

Send for Our Big Colored Catalog

It contains hundreds of splendid ideas for making your displays more attractive.

Our line represents the best of imported and domestic lines including many items that are new and exclusive with us.

Tissue Paper Folding Bells (Red)

3-in.....Dozen,	\$0.15—Gross,	\$ 0.85
7-in.....Dozen,	0.35—Gross,	3.50
8-in.....Dozen,	0.50—Gross,	5.00
11-in.....Dozen,	0.65—Gross,	6.00
14-in.....Dozen,	1.25—Gross,	11.00
18-in.....Dozen,	1.50—Gross,	15.00
20-in.....Dozen,	2.50—Gross,	20.00



Green Holly Vines, very fine leaves and berries..... Per Gross, \$6.00
 White Frosted Holly Vines, extra good..... Dozen, \$0.75—Gross, \$7.50
 No. 99 Holly Spray, Green, 24 leaves, 24 berries..... Dozen, \$1.75—Gross, \$18.00
 We have the finest line of holly ever offered—A wonderful variety at prices that will suit you.



Poinsettias

Finest on the market—loose crepe paper Poinsettias. Per 100, \$2.50—Per 1,000, \$22.00
 Crepe paper Poin. 3 leaves, 12-in. stem..... Per 100, \$3.25
 Crepe paper Poin. 3 leaves, large..... Per dozen, \$1.00

Special

Chrysanthemum Festooning—thick and fluffy, paper, Xmas red and green, 30-ft. to each roll.... Per Dozen Rolls, \$1.50—Per 100 rolls, \$11.50



Poinsettia Vines

Paper—large, 3 flowers, 9 leaves Dozen, \$2.00—Gross, \$20.00
 Large, 3 cloth flowers, 9 leaves Dozen, \$2.25—Gross, \$22.00

The Botanical Decorating Co., 504 S. Fifth Ave., Chicago



EXTRA XMAS BUSINESS

MAKE sure of a brisk holiday business by using Daily's special Xmas cards. Air brushed in natural colors by hand. These cards brighten up any window. They supply the Christmas touch that is needed to get extra Xmas business.

I also make Scenic Backgrounds to order—anything you desire for any season of the year—at prices that will interest you.

Postcard me for prices and descriptive circular

BERT L. DAILY, Dept. 11 DAYTON, O.

Christmas Decorations



We carry a large line of Paper Folding Bells in several sizes, also Xmas Wreaths, Paper Garlands, Paper Festooning, Holly, Tinsel, Poinsetta Flowers, Xmas Snow and Moss, Felt Banners, Pennants, Etc.

Can ship at once as we carry in stock.

Send for our Big Illustrated Catalog

The Holiday Novelty Mfg. Company

27 E. 4th Street - - - New York, N. Y.

KADY SUSPENDERS

are built to give comfort. They adjust themselves automatically to every position of the body. They cannot bind or strain.

The Double Crown Roller

shifts the soft, smooth webbing with every movement, relieving the wearer of the slightest pressure or constraint.

Kady Suspenders are the choice of men who recognize the value of clothing comfort. Their popularity is increasing rapidly.

They are known everywhere to discriminating men who buy because of quality.

Retail at 50c. and 75c.

Prices to dealers: \$4.00 and \$4.25 a dozen.

Attractive store cards and selling helps furnished free to the trade.

Makers of all kinds of Suspenders, Belts and Garters.

THE OHIO SUSPENDER CO.
Mansfield, Ohio, U. S. A.



Our New Big Illustrated 1914 Window Trimmers' and Show Card Writers' Catalogue

will be put in the mails December 1, 1913. Is your name on our list? Don't delay—Write to-day. Address Dept. "M"

Wallbrunn, Kling & Co.
327-329 So. Clark St.
CHICAGO



Color Bottle

Color Cup

Leading Merchants and Department Stores

Your TRIMMERS, DECORATORS and CARD WRITERS need the best tools and equipments to make your advertising displays draw the big crowds. A PAASCHE AIR BRUSH OUTFIT is absolutely indispensable for making the most attractive display signs and price-tickets; for coloring artificial flowers and decoratives, for bronzing, gilding, lacquering and finishing your old fixtures, making them look new, and for numerous other purposes.

WHAT THE USERS SAY

One of the many popular models of PAASCHE'S "3 in 1" Air Brushes.

Air Brush to hand and am well pleased with it. Have turned out considerable work already, and it's a **blooming success**.
J. C. DAILEY, Alexandria, La.

I have been using your brush for several months and find it to be **one of the best brushes on the market**. I can do more work and make faster time with it than I ever could before with other makes. Wishing you success, I am yours respectfully, MR. BEE B. WALLICK, with Wood Clifton Mercantile Co., Provo, Utah.

Some time ago I bought one of your air brushes and have used same with **much pleasure and profit** to both myself and the above firm. Yours very truly, A. F. BRIGANCE, with The Besserer-Marshall Amusement Company, Austin, Texas.

Make your Trimmer a Christmas Present of a PAASCHE OUTFIT. It will prove the best investment you ever made

NOW IS THE TIME TO ORDER a Paasche Air Brush Outfit for your Fall and Holiday Displays — **It's a most profitable investment.** Write now. Our Catalog will interest you.



Paasche Air Brush Co.

MANUFACTURERS
5 South Clinton Street,
CHICAGO, ILL.

Display Card made with the Paasche Air Brush, showing beautiful effects obtainable.

Christmas Decorations



Illustrating Poinsettia Spray in velvet or crepe Poinsettias as desired.

Beautiful Velvet Poinsettias

We are showing many attractive designs, made with velvet poinsettias and waxed leaves, the kind that will make your windows the most attractive in your locality. Write us at once concerning prices, etc.

Holly Vines, Poinsettias, Chrysanthemums

Our new folder describes many Christmas designs that will meet with your idea of Christmas trims.

SPECIAL—Green holly vines, 12 leaves, 12 berries \$7.50 per gross yards.

CHRYSANTHEMUMS—12 inch stem \$3.60 per gross.

We want agents to handle our goods. Window trimmers write us now for proposition.

SEND FOR CATALOGUE TODAY

Chicago Artificial Flower Co., 4813 N. 40th Avenue
CHICAGO, ILLINOIS



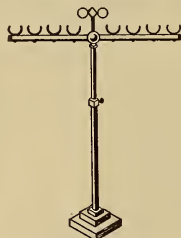
Reduce Your Light Bill!

Save current: operate lights automatically. This Time-Switch puts system in your window lighting. We ship it on approval.

Address

National Time Switch Company
South Bend, Indiana, U. S. A.

BARLOW FIXTURES



No. 2216-Tie Stand

make trimming easy because they are built right. They are designed with the idea of effectively displaying goods.

No. 10 catalog shows what we offer in Metal Fixtures, Forms and Wax Figures. Send for it.

The Barlow Company
No. 79-B Race St.
HOLYOKE, MASS.



BICYCLE Rolling Ladders

are made in many styles and to fit all kinds of shelving
Send for catalog giving full description and prices

THE BICYCLE STEP LADDER CO.

61 W. Randolph Street, CHICAGO, ILL.

Perfect Air Brush Inks

Snowberry Air Brush Inks are the result of years of careful experimenting. **THEY ARE ABSOLUTELY PERFECT.** Dry Instantly. Thoroughly waterproof. Bright and brilliant in tone.

Sample Order, c. o. d., 7 pints, different colors. \$4.00

Sample Order, c. o. d., 7 half-pints, different colors 2.25

ROBERT HOSKIN Manufacturer
625 Greenwich St. NEW YORK



Artificial Flowers and Decorations

OUR SPECIALTIES
Poinsettias from \$9.00 a gross up; Holly Vines from \$6.00 a gross up; Electric Light Shades from \$9.00 a gross up. Fireproofed if desired.

NO CATALOGUE
SAMPLES ON REQUEST
M. SYLVESTER
150 Bleeker St., New York

HESS LITHOGRAPHED HOLLY CARDS

Prices of Cards

11 x 14 -inch, per 100	\$3.50; less than 100	\$4.00
7 x 11 -inch, per 100	2.25; less than 100	.03
5 1/2 x 7 -inch, per 100	1.10; less than 100	.02
3 x 5 1/2 -inch, per 100	.80; less than 100	1.00
2 1/2 x 4 -inch, per 100	.60; less than 100	.50

By Express or Parcel Post not prepaid

Prices of Ornaments

Large sprays with bells, per 100	\$2.50	less than 100	3c
Medium sprays with bells, per 100	1.50	less than 100	2c
Merry Christmas sprays, per 100	1.50	less than 100	2c
Tall pieces or round scales, per 100	1.50	less than 100	2c
Large Sprays with scenes, per 100	2.50	less than 100	3c

By Parcel Post, Prepaid

Write now for reservations, exclusive contracts and estimates on quantities. Air Brushed Panels done by Butcher 11x17 landscape and upright and 11x22 in. upright, per dozen \$3.00 worth \$4.00. Express not prepaid.

G. Wallace Hess

1405 Olive Avenue
Edgewater Station

Chicago

I first introduced the copper ferrule brush to you in 1910 in this paper. Have you ever used one of mine? I've got a better brush than any dealer has who advertises in this paper. Prove it. Send me 25c, 35c, 45c, 55c or 80c for the best brush you ever had in your fingers.



Get Our Prices on Window Decorations, etc.

Cheapest house for **Holly Vines, Poinsettias** and everything pertaining to Window Decorations.

L. Schneider, 6 Second Street, New York City

Christmas Garlands and Branches for decorations

Red Velvet Poinsettias from \$8.00 to \$60.00 Gross.
New Branched White, Red and Green Foliage.

Let Us Estimate on Your Christmas Decorations

Wm. Penn Leaf Mfg. Co.

JOHN C. KELLER, President

25 Years in Decorating Business

641 ARCH STREET

PHILADELPHIA

Frosty Windows—Self Illuminating Windows

JACK FROST HASN'T GOT IT ON US ANY MORE



Would you like the signs and other things in your windows at night to attract the public without the use of electric or other lights? We have a secret formula **THE B.B. ILLUMINATING COMPOUND**, you can put it on the same as paint, and it will show up great at night. The darker the window and its surroundings the better it shows. Price \$2.00 per bottle, containing enough to cover 30 sq. ft. of surface. We also have a dandy secret formula to prevent windows from frosting in winter. To introduce the illuminating self-lighting composition, we will send you the **FROST PREVENTER** formula FREE with your order for the **ILLUMINATING COMPOUND**, thus giving you the formula outright, so that you can put it up yourself and be the owner of it for your locality for all time use. Money orders only accepted. These are both tested and tried formulas, and give **PERFECT SATISFACTION** when applied as directed. **AGENTS WANTED.** This ad will not appear again this year so preserve it—and send today.

THE B.B. SPECIALTY COMPANY
P. O. Box 52, Station A., Detroit, Michigan

JULIUS A. JEZEK

303-5 Fifth Avenue

New York

Designer of Interior Fixtures for Stores and Show Rooms of all description. Department Stores especially. Also Building Plans with interior arrangement, including Cash and Parcel Conveyors, Lighting, Heating, Decoration, etc. Attractive Store Fronts, Practical Interiors. Having stores planned, all manufacturers estimate on a definite scheme; result being, equipment purchased at right price, saving many times cost of plans.

THE cheap lantern slide is a constant expense, a constant annoyance, shows poor workmanship and gives poor results.

De Commerce Lantern Slides are heat resisting—heat will not break them—show good workmanship—give good results.

Get the best at the ordinary price. Special advertising slide 75c. Money back if not satisfied.

Write for Catalogue

DeCommerce Lantern Slide Co.

46 E. 14th Street; 47 E. 13th Street

New York

IMITATION

GRASS RUGS

ALL SIZES

Woven for window and interior decorations

American Rug & Radical Carpet Cleaning Co.

119-123 East 131st Street
NEW YORK

ADJUSTABLE WINDOW REFLECTOR FOR SHOW WINDOWS

Especially designed for use with the Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



Publications of THE MERCHANTS RECORD COMPANY

431 So. Dearborn Street, Chicago, Ill.

"Merchants Record and Show Window"—Illustrated.

Published monthly. Subscription \$2.00 a year for the United States and possessions, also Canada, Cuba and Mexico. To other countries, \$3.00 a year. Only publication of the kind in the world. Fifteenth year. Over 18,000 readers monthly.

"The Art of Decorating Show Windows and Interiors"

Fourth Edition, Completely Revised.

The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of \$3.50.

"Hardware Window Dressing"

300 Illustrations and Diagrams.

The only book ever published on window dressing for the Hardware Store. There are complete descriptions with diagrams showing every phase of the work. The displays illustrated are adapted to all kinds of stores and all kinds of windows from the largest to the smallest. Anyone who will follow the directions can put in

money-making window displays. Bound in Cloth, 256 pages (8x11). Sent prepaid to any address upon receipt of \$2.50.

"Sales Plans"

A collection of three hundred and forty-two successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address upon receipt of \$2.50.

"Window Card Writers' Charts"

A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of \$1.50.

Special Combination Offers

"Art of Decorating," prepaid, and Merchants Record and Show Window, one Year...	\$5.00
"Hardware Window Dressing," prepaid, and Merchants Record and Show Window, one year	4.00
"Sales Plans," prepaid and Merchants Record and Show Window, one year	4.00
"Window Card Writers' Charts," prepaid, and Merchants Record and Show Window, one year	3.00

Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. Only one book at reduced price with each yearly subscription. NOTE—Add \$1.00 to "Special Combination" prices where \$3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

FREE—TO NEW SUBSCRIBERS

(Not for Sale)

We have prepared with great care and at considerable expense three portfolios, which we are sending postpaid to anyone sending us new paid in advance yearly subscriptions. The titles of these books are as follows:

"100 Good Displays of Women's Ready-to-Wear"—Comprises only the very best examples of the window trimmers' art in this line.

"100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.

"Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.

"100 Holiday Displays"—Best windows and interior displays decorated for Christmas.

Above named portfolios are printed upon high-grade half-tone paper and are of uniform size—9x12 inches. We offer the choice of any of the above named publications with one new yearly subscription or renewal to MERCHANTS RECORD AND SHOW WINDOW, the only stipulation being that the portfolio desired must be requested with order accompanied by remittance of \$2.00.

This Book Will Help Trim Your Show Windows

"SHOW WINDOW BACKGROUNDS"

By GEO. J. COWAN

This is a most useful window trimming book and sells at only \$1.50, a price that makes it possible for every window trimmer and merchant to possess a copy.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from the blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

- 8 New Year's Windows.
- White Goods Windows.
- 1 Lincoln's Birthday Window.
- 4 St. Valentine's Day Windows.
- Washington's Birthday Windows.
- 8 St. Patrick's Day Windows.
- Spring Opening Windows.
- Easter Windows.
- 6 Decoration Day Windows.

- 5 Fourth of July Windows.
- 7 Summer Windows.
- 2 Horse Show Windows.
- 6 Fall Opening Windows.
- Carnival Windows.
- Hallowe'en Windows.
- 5 Thanksgiving Windows.
- 4 Christmas Windows.

- Period Decorations in backgrounds, showing examples of Greek, Roman, Gothic, German, Japanese, Egyptian, Moorish, Italian, French, Empire, Colonial, Mission, etc.
- 10 Sale Windows.
 - Bas Relief Backgrounds.
 - Stencil Backgrounds.

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in color.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7x11 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of \$1.50.

Merchants Record Co., 431 So. Dearborn Street
Chicago, Illinois

Increase Your Salary

\$10.00 TO \$25.00 A WEEK

by learning to write Cards, Signs and Price Tickets. It isn't real work to do this "when you know how," and the art of lettering is easy to learn with a set of

The Card Writer's Charts

which consist of seventeen heavy cards 8½x11 inches, beautifully printed in six colors, inclosed with sixteen sheets of ruled practice paper in a strong covered box.

Price :: \$1.50 Postpaid

This valuable work has been the means of raising the salaries of hundreds of trimmers and clerks whose employers have been pleased with their enterprise and added value to the business.

Send order and remittance to

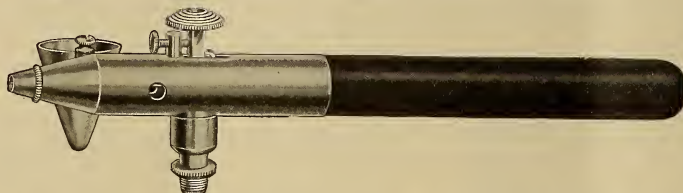
The Merchants Record Co.
315 DEARBORN STREET :: CHICAGO

Toying with Millions in Business

In this country there are three corporations that are regarded as the three richest and most powerful trusts in existence. One of these three corporations recently made three experiments in advertising on a gigantic scale. The risks were enormous. It was virtually toying with millions. The results of these three experiments startled the corporation—and that corporation's entire selling policy has been shaped on the results. These experiments and the results—with all the names, facts and figures—are described in detail in the new book, "The Premium System of Forcing Sales: Its Principles, Laws and Uses," by Henry S. Bunting, the advertising editor and author, who spent six years investigating his subject. There are thirty-five chapters in which every phase of the premium-giving method of getting trade is considered. This book is free with one year's subscription to the Novelty News, the great magazine of general business devoted to the advancement of advertising and selling methods. The subscription is two dollars. The book is free. The address is 222 South Market Street, Chicago.

Let This Wonderful Tool Work at Xmas

A Most Acceptable Gift for Any Window Trimmer



The Improved Fountain Air Brush

is the highest type of spraying tool made. **The original pencil-shaped air brush.** It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Made to give lasting satisfaction. Over 20,000 now in use.

The Model "A" illustrated above is the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E." No complicated parts to get out of order.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street Chicago

"SPHINX" SHOW CARD COLORS

F. W. & CO.'S

Card Writers' Brushes

ARE

"BRUSHES OF QUALITY"



TWELVE
PERMANENT
BRILLIANT
OPAQUE
QUICK - DRYING
COLORS

Write for
Catalogue of
Brushes
and Colors

"Everything for the Artist in All Branches of Art"

MANUFACTURED BY

F. WEBER & CO.

ESTABLISHED 1854

Parent House and Factory
PHILADELPHIA, PA.

St. Louis, Mo.

Baltimore, Md.

Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal.*

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1913 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK.



Wants, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

HELP WANTED

WANTED—An experienced window trimmer and cardwriter, who can sell goods in general mercantile establishment. Give reference. Apply to Max Meyers, Blytheville, Ark.

WANTED—Window trimmer and cardwriter. Best shop in town of 35,000 population. Only men's goods. Good salary to right man. Address The Bensons, Ltd., Shreveport, La.

SALESMAN WANTED—Large display fixture manufacturer wants representative in Southeastern States. Commission basis. Side lines permitted. State experience and give references. Address Box 220, care Merchants Record and Show Window.

WANTED—Representatives everywhere to report Information, Names, etc., to us. We have contracts to supply big M. O. Firms, Manufacturers, etc. No canvassing. Spare time. Big Pay. Enclose stamp. Address National Information Sales Company, BHR, Cincinnati, Ohio.

POSITION WANTED

EXPERIENCED ADVERTISER, window trimmer and cardwriter of 10 years, practical department and exclusive men's stores experience, would like to connect with first-class store in city of 25,000 or over. 26 years of age, married. Samples on request. Address Box 221, care Merchants Record and Show Window.

FOR SALE, ETC.

FOR SALE—Decorative Window Panels—Lavender Monotone with French Garden Effect suitable Women's Wear or Gents furnishings. Could be used for panel screen, new. Size 7"x51/4" — 7"x55 1/4" — 7"x72 1/4" — 7"x35 1/2" — 7"x37 1/2" at \$5.00 per panel delivered. F. A. Watkins, 565 W. Washington St., Chicago.

DECORATIVE FIXTURES FOR SALE CHEAP—Twenty eight life sized plaster figures, gilded and wired for display. Complete with pedestal and globes; with or without festoon drapes. Used only one week for one of the finest opening displays ever made in Chicago. L. Klein, Halsted, 14th and Liberty streets.

Turner's Natural Cotton Bolls with long stems for decorations and souvenirs are as fine as they grow, and are great sales attractions. Prices per 1,000 reduced. Samples, 2 for 10c; 6 for 20c; 12 for 40c; postpaid. Booklet free. James H. Turner, The Cotton Boll Man, Dept. 6, Carrollton, Georgia.

GINGER UP your show windows with cards that command attention. Your window space is too valuable for other kind. Send for circular of our illustrated feature cards. They compel attention. F. H. Fisher, 431 S. Hill St., Los Angeles, Cal.

STORE STOOLS OIL CLOTH RACKS

Store Display Fixtures
BRYAN NOVELTY MFG. CO., Bryan, Ohio

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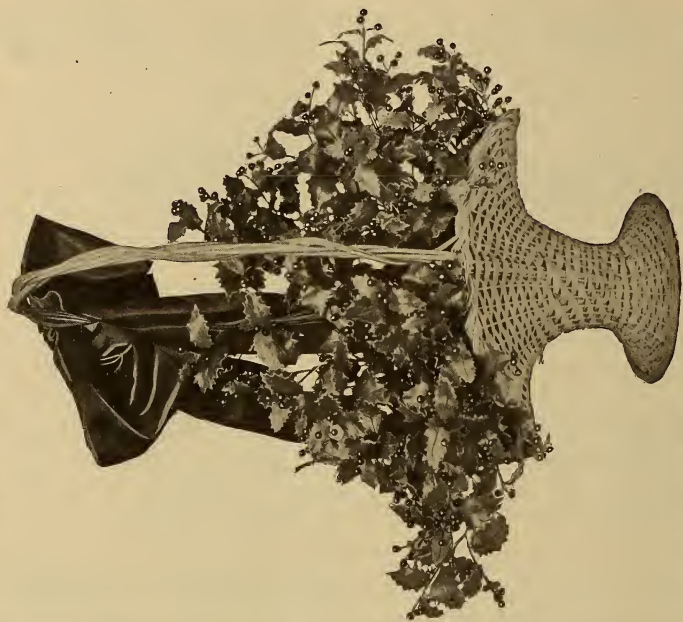


No. 4739A. PINE BOUQUET

Natural prepared Pine Bouquet, 36x24 inches, each

No. 4739C. Same bouquet in gold, each

- \$0.75
- 2.50



Poinsettias in Paper, Velvet and Plush, Holly Vines, Wreaths and Garlands,
Natural Prepared Fireproof Xmas Trees, and all the Latest Designs for Window
and Interior Decorating illustrated in

Our 32-page Catalogue No. 45, sent free for the asking.

FRANK NETSCHERT CO.

Old No. 39 }
New No. 61 } **Barclay Street, NEW YORK**



No. 4068 AUSTRAL FERN BOUQUET

Forty-eight inches high, of natural prepared fireproof Austral Ferns, in red or green, each	\$3.60
Willow Vase, 30 inches high, each	3.50
Austral Ferns in red or green, per 100	6.00
Austral Ferns, in gold, per 100	20.00

It takes only 60 Austral Ferns to make up above illustrated bouquet. Buy same by the hundred and twist with wire on natural twigs.

No. 4262A. Natural prepared holly branches	Natural Prepared Beech branches, 3 feet long,
18 inches long, each	with green or red foliage, per 100
25 inches long, each	Per 1000
\$0.20	\$6.00
.25	45.00

*Write for our 32 page catalogue, No. 45,
illustrated in colors, free for the asking*

FRANK NETSCHERT CO., Old No. 39 }
New No. 61 } **Barclay St., New York**

Number changed on account of Woolworth Building



Curtis Says "Your Show Windows will be brighter than the fellow's across the street if you install X-Ray Window Searchlights. But his will be brighter and more attractive than yours if you let him beat you to it.

"Our new booklet, Show Window Searchlights, tells all about window lighting. Write for it now."



Holiday Fixtures



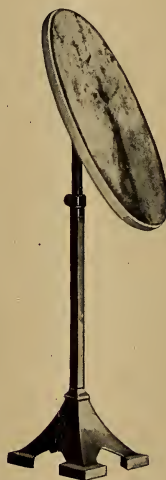
No. 1318

A handsome mirror for millinery, veilings, neckwear, men's hats, furnishings, etc. Glass is 10x20 inches, set swinging on standard and mounted on heavy 7½ inch base with felted bottom. Any finish desired.



No. 2060

Get your Christmas neckwear out where customers can make their own selection. This fixture is 37 inches high and has two adjustable cross bars each of which will hold 10 dozen ties. Mounted on 8 inch, heavy square base.



No. 1170

A new and most attractive shoe stand. The 5½x12 inch oval top has an ivory colored removable band which holds securely a fabric covering of any kind desired. We furnish these tops covered with green silk plush.



The valance shown above is of special design and is made to order only. We carry in stock a great many imported patterns, however, that can be shipped immediately. Send for our Valance Portfolio and net prices

CURTIS-LEGER FIXTURE CO.

237 Jackson Blvd.,

Chicago

Merchants Record *and* Show Window





After the Holidays

Come the January Sales

Are You Prepared—to display your goods so that you will get your share of the business? Your newspaper advertisements will start things — but — your window displays — will create the interest — that gets the people in. Have you the fixtures to make these displays? — Our Catalog shows the entire line of Norwich Fixtures the kind that sell the goods. Send for a copy.



The Norwich Nickel & Brass Co.

New York
712 Broadway

Norwich, Conn.
—Salesrooms—

Boston
26 Kingston St.

CompoBoard

for

Window Backgrounds

COMPO-BOARD must not be confused with any of the cheap substitutes made of pulp-paper or cardboard. It has stood the test of time and proven its superiority. Compo-Board is in a class by itself. The most practical and useful product to have around a retail store.

COMPO-BOARD is built with kiln-dried slats as the foundation, pressed between layers of air-tight cement and specially prepared paper into a stiff straight sheet $\frac{3}{4}$ inch thick. It is sold in strips four feet wide by one to eighteen feet long.

Sample and Book Free

Tells In An Interesting Way All About This Modern Wall Board



COMPO-BOARD BACKGROUND—EFFECTIVE YET INEXPENSIVE

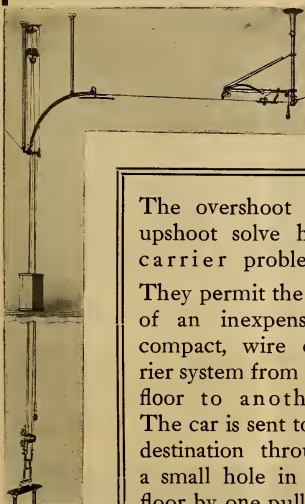
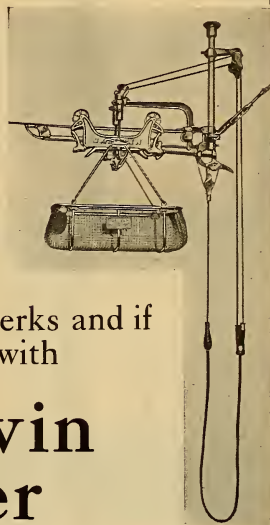
Northwestern Compo-Board Co.

1404 Lyndale Ave., No.
MINNEAPOLIS MINNESOTA

Prepare for the **Busy Holiday Rush**

and give serious thought to your Store Service System now. Give your store that refinement of prompt service that keeps your clerks selling goods, not running Cash and giving customers the opportunity of slipping out or

dissatisfied with waiting. Carriers are a hundred times cheaper than clerks and if you equip your store with



No. 22
Overshoot

No. 23
Upshoot

The overshoot and upshoot solve hard carrier problems.

They permit the use of an inexpensive, compact, wire carrier system from one floor to another. The car is sent to its destination through a small hole in the floor by one pull.

By adopting these carriers, you can put cash carrier service on your second or third floors or basement in departments that you have thought impossible to serve without expensive systems.

You can use them once or a hundred times a day with no expense for power.

Ask those who use the Baldwin System

Baldwin Flyer

Cash and Package Carriers

this problem is solved for many years to come and they will give you, your clerks, and customers, Complete Service Satisfaction.

Free Trial Find out for yourself what BALDWIN CARRIERS will do for Your Business. In order to make this test easy for You, we will ship you one station or any number of stations of THE FLYER Cash Carrier on thirty (30) days' FREE TRIAL and if not entirely satisfactory ship back at our expense.

We can ship Carriers same day order is received, and any good mechanic can install THE FLYER by following our printed instructions.

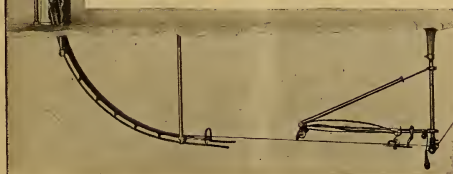
Phone us, telegraph us or write us, anyway that suits you best, but sure get in touch with us if you want a new system, exchange your old one, or just want to find out the most economical plan of handling your sales.

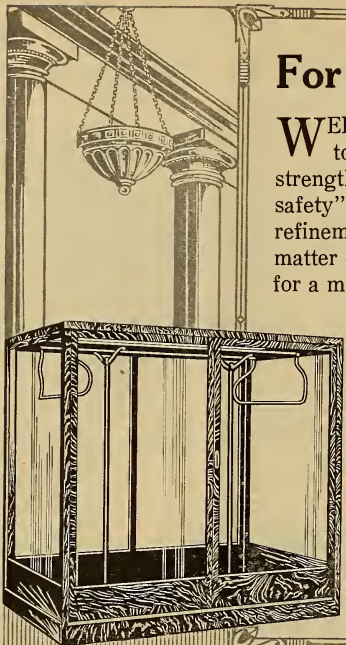
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James L. Baldwin Carrier Co.

352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station





For Years of Satisfactory Service

WELCH REVOLVING WARDROBES have been designed to avoid the weaknesses of other cases and to have ample strength for years of satisfactory service. The "margin of safety" is more than sufficient. Special exclusive features and refinements add to the value of the wardrobes. And the matter of beauty has not been lost sight of; you could not ask for a more beautiful case.

THE WELCH SYSTEM

Our new catalogue tells you all about the several styles of wardrobes, as well as the different arrangements of store interiors. At our salesrooms our representatives will explain the many special features.

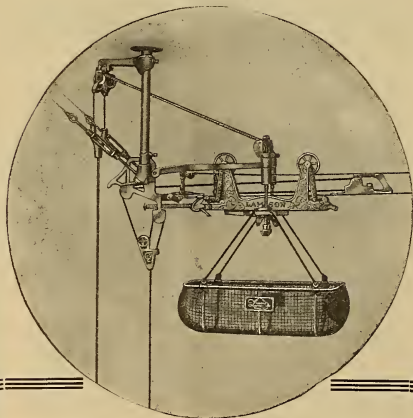
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LAMSON CASH AND PARCEL CARRIERS bring to you the means of mechanically doing important work heretofore done by hand and at the same time doing it much better, quicker and cheaper. ASK YOUR NEIGHBOR!

Wire, Cable, Tube, Belt and Pick-up Carriers

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Representatives in all principal cities

SERVICE

Right Out in Plain Sight

where the goods compel attention and create many additional sales. That's where Baine's Brackets come in.



Baine's Adjustable Shelf Brackets

provide shelves that are uniform and unobstructed in long, unbroken lines. Goods are attractively displayed, sales and profits increased.

Fully 30% more room added to any store

Write for Particulars

Piqua Bracket Co., Piqua, O.

Stores of Distinction

FROM coast to coast you will find stores with a "snap" and "distinction" about them that give "tone" to the business, and attract the best class of patrons. In many cases the full equipment is from—

THE *Wilmarth* LINE



The fixtures in these stores were purchased with the idea of making the best (and not the least) possible investment. If you are in need of new store equipment, it is to your interest to write to our Grand Rapids office for literature.

Wilmarth Show Case Co.

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It's an old story, but we feel that we must keep driving home to you the fact that every bit of increased showing of your merchandise means *larger sales*.

Hugh Lyons' Outdoor Display Cases are mighty economical sales promoters. They do their work day and night displaying attractively all manner of goods.

The case illustrated herewith is only one of many designs. Surely you can find a space where you can put at least one of these cases to work right away.

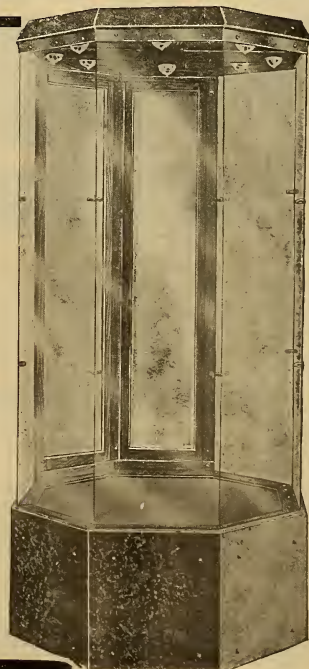
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Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, etc.

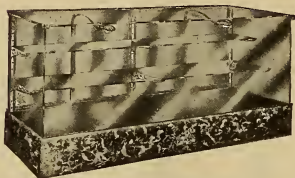
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Holiday Goods



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look better and sell faster.

Quincy stands for perfection in show case construction.

Iron Clad Guarantee.

Write for our complete catalog

Quincy Show Case Works

QUINCY, ILLINOIS

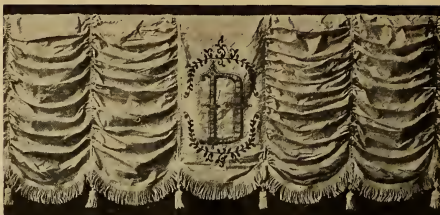
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of our exclusive designs and make are the most artistic and attractive obtainable.

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made and sold by us—will not fade; they are cleaned easily and inexpensively and last for years, retaining always their appearance of refinement and worth.

Art Valances will give your holiday trims that final completeness so necessary. Not too late to install if you order NOW.

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Write today for catalogue showing great variety of styles and prices.

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CHICAGO

Manufacturers of Papier Mache and Artificial Flowers

Give Us Your Order Now

A store well decorated with Santa Claus goods, incites the holiday buying spirit of your customers.

**Send for Our Catalog Now
Lowest Prices**

Santa Claus Head

Made in two sizes, painted in natural colors.

No. 517. 12 in. high
Price \$0.50 Each
No. 517A. 24 in. high
Price \$1.60 Each
No. 517B. 38 in. high
Price \$3.25 Each



No. 517

"A ^{Clothing} Case of Profit"

There are several DEEP reasons why careful merchants prefer to equip their stores with our



latest 10 foot, Illinois Clothing Cases. These cases are preferred for their reliable mechanical perfection as well as their standard of beauty.

They combine faultless construction with practical usefulness.

They earn money for you because they conserve your merchandise, display it better, and sell it quicker—with fewer salesmen—than the old methods.

—And Illinois Cases come to you delivered on time, with a money-back guarantee, direct from the factory, at factory-to-you prices.

It is a case of more store profits when you install.



"their superiority is so apparent"

VESER'S Clothing Cases

"The two Illinois Clothing Cases received in good condition. Wish to state that we are more than pleased with them. From all the other cases we have seen, we feel satisfied that we selected the best on the market."

Naturally, you want the BEST. So, we have prepared a well-illustrated catalog that shows clearly all the features that make the superiority of Illinois Cases so apparent. Obey that inclination! Drop us a line NOW to send this catalog to you. Do it now before you turn the page—for your PROFIT'S sake.

Illinois Show Case Works

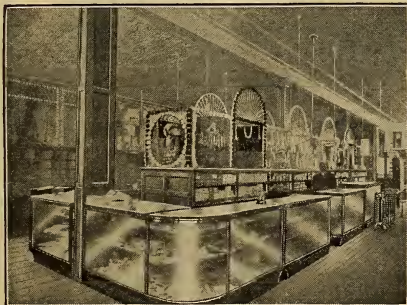
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CHICAGO, ILL.

WINTER FIXTURES

THE STANDARD OF QUALITY, STYLE AND PRICE

Anything from a Store Stool to a Complete Outfit:



NOT HOW CHEAP but HOW GOOD at prices that are right is the "WINTER" idea. If you are looking for QUALITY fixtures at prices that are right we want to figure with you. If you need fixtures it will pay you to visit SHEBOYGAN, WISCONSIN.

WINTER CATALOGUES: The most complete works of their kind ever published, listing the needs of those that are in the market for fixtures, sent upon request. WRITE FOR CATALOGUE 13-Q.

WINTER COMPANY

HIGH GRADE FIXTURE MAKERS

Established 1865

SHEBOYGAN, WISCONSIN

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FRINK AND J-M LINOLITE SYSTEMS OF LIGHTING



Over 25,000 merchants are saving money and getting better illumination by this method. Ideal lighting for windows and show cases. Goods lighted even better than by daylight. No glaring bulb lamps to dazzle the eye. All the illumination falls directly on the goods from long, tubular Linolite lamps hidden in trough-shaped reflectors.

Without cost or obligation to you our Engineering Department will gladly submit plans and estimates for remodeling your store lighting using J-M Linolite or standard base lamps.

Write nearest branch for Catalog No. 410

H. W. JOHNS-MANVILLE CO.

SOLE SELLING AGENTS FOR FRINK PRODUCTS

Albany	Cleveland	Louisville	Philadelphia
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Chicago	Kansas City	New York	St. Louis
Cincinnati	Los Angeles	Omaha	Syracuse 2095
THE CANADIAN H. W. JOHNS-MANVILLE CO., LTD.			
Toronto	Montreal	Winnipeg	Vancouver

MANY THANKS

¶ We wish to thank the window dressers and merchants of America for the largest holiday business in the history of the Schack Artificial Flower Co.

¶ Our business for 1913 has been nearly twice as large as that of 1912 and we want to assure our host of friends that we fully appreciate their generous support.

¶ It has always been the policy of the Schack Artificial Flower Co. to conduct our business upon the most progressive lines. We have always tried to keep abreast of the times, and we believe that our remarkable growth has been due in a large measure to the fact that the American decorator is progressive himself and appreciates progress in others.

¶ During the past year we have introduced many new ideas that have been received with favor by window dressers. We have broadened our lines and have tried to supply whatever may be required for window work. In the coming year this same policy will be pursued. We shall continue to add to our already large line of supplies for the store decorator.



No. 2424 CARNATION. Here is an excellent flower for your white sale windows. It is dainty and pretty and will help to make your January windows more attractive at a small cost. Any color.

Per Gross . . . \$1.50



No. 2425 SNOWBALL. This is one of the most popular flowers for decorating displays of muslin underwear and other white goods. Delicately tinted and a highly pleasing shape. Dozen 40c. - Gross \$3.60

¶ We will open the season of 1914 with another new Schack book that will be the best we have ever published.

Schack's Spring Flower Book

is now in course of preparation and will be ready for delivery on January 26, 1914.

¶ This new book will contain a wonderful variety of entirely new ideas in spring decoration. Our special designers have been busy for months preparing new and artistic designs to show attractive arrangements of our latest flowers.

¶ Many new pictures will show you exactly how Schack Flowers and other decorative materials will look in your windows. We are going to issue Schack's Spring Flower Book early so you can receive it in plenty of time to make use of it in the planning of your Easter displays.

¶ If you will send us your name now, while you think of it, we will put you on our list and this valuable book will reach you as soon as it is off the press.

For Your January Windows

¶ Don't neglect to decorate your sale windows next month—A few carnations, snowballs or other inexpensive flowers will add 100 per cent to the appearance of your merchandise.

The Schack Artificial Flower Co., 1739-41 Milwaukee Avenue **Chicago**

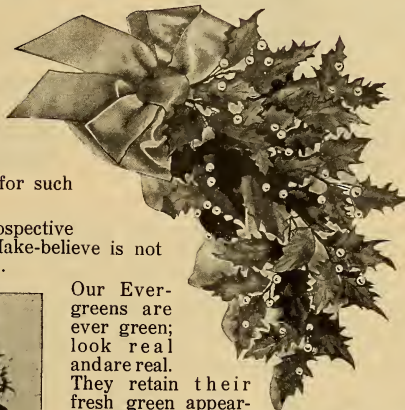
Artifice Is Not Art

There is no substitute for reality—real goods and not the imitation.

There are certain seasons of the year when Evergreen plants and foliage can—nay—must, be used decoratively, for artistic and sentimental reasons.

It is a crime against good taste; a breach of confidence, a test of faith, to use any but Nature's product at such times and for such purposes.

Window dressers do not want to fool prospective patrons; they want to INVITE them. Make-believe is not a good foundation for a sincere invitation.



Southern Wild Smilax and Long Needle Pine

Our Evergreens are ever green; look real and are real. They retain their fresh green appearance indefinitely, and their use is always the most perfect taste.

Smiles and Smilax; happiness and holly go together, and a cheerful show window is the proprietor's welcome to shoppers.

Plan your requirements ahead now and ORDER NOW so you may have the benefit of early selection.

Let me advise with you if you are in doubt as to just what you want. Give me the sizes of your show windows and store front, and I will tell you about it.

The expense will be nominal—and your least concern—once you witness the effect of real evergreens from the Southland.

Partial List of My Evergreen Specialties

Magnolia Foliage

No one knows the real Southern Magnolia unless they have seen our particular growing. The leaves are a beautiful lustrous green lined with a rich, soft brown. You can easily work Magnolia into countless attractive designs. We furnish the sprays—you make the wreaths. Packed in same size cases as Southern Smilax.

No. 1.....	\$1.00	No. 3.....	\$3.00	No. 5.....	\$4.00
No. 2.....	2.00	No. 4.....	3.50	No. 6.....	4.50

Southern Wild Smilax

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	\$1.00
2	200 sq. feet	20 lbs.	2.00
3	300 sq. feet	25 lbs.	3.00
4	400 sq. feet	30 lbs.	3.50
5	500 sq. feet	40 lbs.	4.00
6	600 sq. feet	50 lbs.	4.50

PERPETUATED GREEN SHEET MOSS \$5.00 per bag

Holly

Splendid crop for this year. Full rich leaves with lots of berries. Order early and obtain the best and freshest stock.

5 lb. box.....	\$0.75	40 lb. box.....	\$3.00
15 lb. box.....	1.25	50 lb. box.....	3.50
25 lb. box.....	2.00		

LONG NEEDLE PINES	Each	Dozen	Per 100
As beautiful as palms in decorations.	2 ft. 10c	\$1.00	\$ 6.00
	3 ft. 15c	1.50	9.00
	4 ft. 20c	2.00	11.00

CHAMAEROPS PALM LEAVES 25c per doz., \$2.50 per 100.

SABAL PALM LEAVES Each Dozen Per 100

CHAMAEROPS PALM CROWNS	3 ft. 15c	\$1.50	\$11.00
Our native palm plants with their roots removed.	4 ft. 20c	2.25	15.00
	5 ft. 25c	3.00	20.00

SOUTHERN GREY MOSS 25 lbs. sack \$3.00.

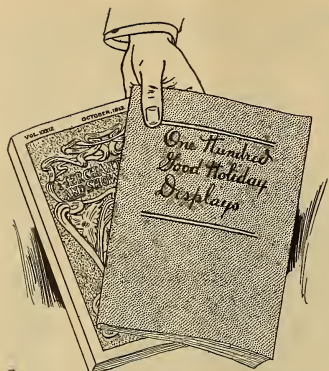
Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

Special Express Rates, 25 per cent less than regular merchandise rates.

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Free to You

Here is a book that you need *right now*. It is just what you have been looking for—and it's free

"One Hundred Good Holiday Displays"

is just what the name indicates. It is a collection of beautiful reproductions of more than 100 of the best Christmas displays that have been made by leading window dressers during the past few years.

These displays will be a great help to you in planning your holiday windows. No matter what line of goods you sell, or how big or little your windows are, you will find in this book a background and setting that will suit you exactly. There are a lot of good interior trims too.

How to Get this Good Book Free

It Is Not for Sale

All you have to do to get a free copy of "One Hundred Good Holiday Displays" is to renew your subscription to "**Merchants Record and Show Window**" for one year. Send us \$2 for another twelve issues of the best window trimming journal in the world, and we will send you "One Hundred Good Holiday Displays" by return mail.

If your subscription is already paid up, you can get the book free by sending \$2 to have the date of expiration advanced another year from any date. Or you can get the book free by sending in a new paid subscription.

Next year "**Merchants Record and Show Window**" will be better than ever. In addition to the features you have liked in the past, there will be many new ones—you can't afford to be without this journal—send in your renewal or new subscription now and take advantage of our free offer of the book that will make your holiday windows better.

Our only stipulation—"One Hundred Good Holiday Displays" must be ordered at time of remitting for new subscription or renewal.

The Merchants Record Co., 431 S. Dearborn Street, Chicago

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXIII
NUMBER 6

DECEMBER 1913

Single Copies
Twenty-Five Cents

CO-OPERATIVE DISPLAYS

MANUFACTURERS GENERALLY ARE WAKING UP TO THE
IMPORTANCE OF THE WINDOWS OF THE RETAILER
BUT ATTEMPTS AT CO-OPERATION GENERALLY
FAIL TO WORK OUT

FOR SEVERAL YEARS there has been a marked movement among manufacturers of nationally advertised goods to secure the co-operation of the dealer in the matter of show window displays. The manufacturer has arrived at a more adequate appreciation of the show window as a direct and exceedingly efficient selling medium which he naturally wishes to take advantage of in the distribution of his product. If he can secure the co-operation of the retailer it will prove a tremendous selling help.

But up to the present time the co-operation of the dealer has not been secured to any very great extent. Many manufacturers have spent much money in preparing displays of their goods for the retailer's show window. They have produced elaborate lithographic designs, fancy signs and posters, and some of them have even furnished fixtures for free distribution. There are comparatively few instances, however, where money spent in this way has yielded the expected returns. The retailer has failed to warm up to this proffered assistance in most cases. Instead of using the free window settings, they have often been looked over and then dumped into the waste-paper bin—worse still, in some instances the displays have been dissected and parts of them used to furnish the settings for entirely different merchandise from that which was intended. All of this has led some manufacturers to the conclusion that it is a waste of time and money to attempt co-operation with the retailer in show window display.

We do not mean that all manufacturers have failed in their efforts to secure the use of the retailer's win-

dow. There have been some notable exceptions. Grosset & Dunlap, the Burson Knitting Co., the Victor Talking Machine Co. and a number of others have in various ways secured the hearty co-operation of the merchant in the use of his show windows, and have reaped returns in sales that have proved even more than had been hoped for. They have succeeded where others failed because they took the matter up in a broad-gauge way rather than from the somewhat narrow point of view of self-interest. They investigated the real requirements and conditions surrounding retail window display, and in laying their plans considered the interests of the dealer as well as their own.

The trouble with the average manufacturer is that he lacks a full appreciation of the value placed upon the show window by the retail merchant. The maker of a line of hosiery, for example, is intent solely upon manufacturing and selling this particular line of goods. His distribution is through the retailer, whose windows are responsible for a large proportion of sales. It occurs quite naturally to this manufacturer that if he can assist the retailer in making his window displays of hosiery better, sales will be proportionately greater. So he calls in his advertising man and they proceed to plan for the retailer's window a display that will sell "Whole Soled Sox," or whatever the brand may be. Generally a lithographer is called upon to work out the design, with instructions to play the trade-mark up to the limit. When the display has been completed it is a work of art from the lithographer's point of view and entirely satisfactory from the manufacturer's way of seeing things. But after all this trouble and expense the retailer and his window dresser look the display over critically and fail to get in the least excited over its attractions. It certainly is very disappointing to the manufacturer.

The average modern store has as well defined a policy regarding the use of its windows as applies to

the newspaper advertising or any other branch of the business. The selling value of each window under given conditions can be estimated with a good deal of accuracy—and this selling value is far greater than the manufacturer is likely to estimate it. A high-salaried decorator is employed to take charge of the window displays, and he is given a sufficient appropriation to carry out his work to get the best results. In addition to hosiery, this store carries hundreds of other lines, on many of which a far greater profit is made than on the sox. All of the departments are clamoring continually for representation in the windows, of which there are not half enough. Considering these facts, it is hardly remarkable that the retailer fails to welcome some of the lithographic efforts at window settings that are offered him.

Window display today is very generally handled in a high-class way. Even in the small town the merchant places a high value upon display space. The windows usually are fitted up with costly woods and rich hangings, and the merchant spends thousands of dollars merely in getting his merchandise placed in these windows in ways that will make them appear most attractive. For this reason a considerable part of the window advertising matter sent out by the manufacturer is discarded because it is not up to standard artistically. The merchant who restricts his standard window cards to modest quarter-sheets of simple design and plain lettering could hardly be expected to use the large and gaudy lithograph of the manufacturer.

The manufacturer is wrong in thinking that the retailer is not fully willing to co-operate in the displaying of goods. The average merchant is only too

glad to get any real help in making displays, but such help must be of a sort that meets the requirements of modern, high-class window display. "Any old thing" decidedly will not do. This applies with especial force to department, dry goods and clothing stores. Their window space represents real money to them and they have to use this space with the same judgment they would use high-priced newspaper space. The merchant welcomes the manufacturer's help—but it must be real help. The matter sent out must be good, or it will not be used.

For this reason the manufacturer who is contemplating a window display campaign should approach the matter cautiously. He should make himself fully familiar with the requirements of the merchants whose windows are to be used, and this will teach him that billboard effects will not be used in the windows of the high-class store. Preferably the manufacturer's window displays should be laid out by some competent window dresser who understands advertising values as well as those of display and who is also familiar with the customs and policies of the stores to be reached. This was done in the case of the Victor Talking Machine Co.—a concern that has been remarkably successful in their show window work. When the Victor people decided to go into window advertising in a big way, they selected as the head of the new department a man who knew this particular line of window work from the ground up. Ellis Hansen was the man chosen, and for years he had been making displays of talking machines and musical instruments in the windows of the biggest stores in the country. With Sherman, Clay & Co., of San Francisco, and Lyon & Healy of Chicago, Mr. Hansen

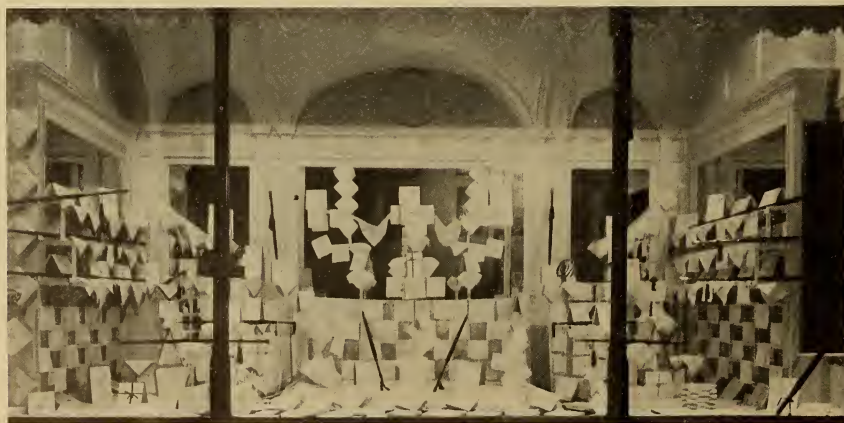


Plate No. 7431. Holiday Display of Handkerchiefs by F. M. Lutz for O'Neill & Co., Baltimore.

This window was filled entirely with handkerchiefs, with a few umbrellas added. It will be noted that in displaying these handkerchiefs fancy folds have been avoided. Such intricate folding was in great favor a few years ago, but is

seldom seen now, as the handkerchiefs were frequently damaged and made unsalable. The fancy folds often produced a pretty effect, but the goods were shown less effectively than when arranged in the manner shown in this picture.



Plate No. 7432. A Christmas Display by Wm. M. Sheppard for The Pelletier Co., Sioux City, Ia.

This large window was divided up into three sections and three distinct displays were made. The goods shown were jewelry, handkerchiefs and fancy linens. At the top of the background were panels in oils showing winter scenes. Green

holly and red shades were used. Mr. Sheppard states that this display was the means of creating the greatest Christmas business in the history of the store. It drew crowds constantly.

had learned by experience just what kind of displays were required to get the best results, and when he took charge of the window advertising of the Victor Talking Machine Co. he made good from the start. His displays have been used in the best stores all over the world. Had this firm picked out a man for this work who was less familiar with it, they, too, would have found a lack of co-operation among retailers.

There is another mistake often made by the manufacturer, and that lies in expecting the retailer to allow him more than a reasonable amount of window space. For instance, the display will be designed to occupy a whole window of average size, whereas the probable sales of this particular kind of merchandise would not justify the use of more than eight or ten square feet of floor space. In designing any window display that is to be used in many stores it should

either be made in the form of a unit or it should be made elastic—that is, so it may be enlarged or condensed to meet the requirements of different merchants.

Altogether the manufacturer has much to learn before he is able to make the most of the windows of the retailer, but there can be no doubt that he will acquire this information in time. If he is not discouraged by the failure of his first efforts, which are generally misguided, he will continue in his efforts and eventually learn what real co-operation is. And when any manufacturer discovers the kind of displays of his product that can be used in the windows of the average store to the advantage of the retailer, he will have found a most efficient means of distribution. It will require expert window dressers rather than advertising men to solve this problem.



Plate No. 7433. Christmas Display by J. Grover Berthold for Power Merc. Co., Lewistown, Mont.

The two houses used in this window were made of composition board and covered with brick paper. The interiors were fitted up with miniature furniture and dolls were placed in characteristic attitudes. Over the tables in the little houses

were hung chandeliers. In the middle of the window was an enclosure made up to represent a fir forest, and here were arranged animals of all sorts. Poinsettias were used on the background.



Plate No. 7434. Interior Holiday Display by C. H. Herr for The Fair, Chicago.

This picture gives a view of a small part of the toy section of The Fair as it appeared last December. Along the wall at the left of the picture may be seen the animal cages of the big menagerie that was exhibited. There were hundreds of animals, comprising nearly every species of beast generally

seen in a big show menagerie. The exhibit extended nearly the length of a long city block and many thousands of people visited it daily. Preserved oak leaves were used around the windows back of the cages. This attraction proved a decided hit.



Plate No. 7435. A Holiday Display of Books by J. M. W. Yost for Penn Traffic Co., Johnstown, Pa.

The background was of green silk velour. The framework was made of composition board and painted a pale gray. In the circular frame was a water-color landscape painted in gray and blue tones to match the framework. There were four pedestals used in this display. These also were made of composition board and each was surmounted by a jar-

diniere painted gray to match the rest of the setting. After they had been used the jardiniere were washed off and put back in stock. The foliage used was in a light gray color that harmonized with the remainder of the setting. A little gray oak foilage was also used on the background. Most of the books were shown in sets.

MERCHANTS RECORD AND SHOW WINDOW



Plate No. 7436. Interior Decoration by E. D. Pierce for Sibley, Lindsay & Curr Co., Rochester, N. Y.

This was just a little extemporaneous decoration in the men's rest room for a musical recital. Fresh cut dogwood blossoms and sprays were used about the room over pictures,

etc. A few palms added to the effect. The artistic manner in which the groups of blossoms have been grouped is worthy of mention. It is a highly pleasing setting.



Plate No. 7437. An Opening Display by H. F. Stahl for The Fair, Kankakee, Ill.

The hangings used for the background in this display were in a rich shade of brown. They were ornamented by a Roman key design stenciled on with heavy gold flitter. The

rug, pillow on chair and show card were finished in the same design. The French windows had tan-colored frames which were inlaid with gilt, and at the top were satin hangings.



Plate No. 7438. Display of Men's Wear by Wm. Peterson for David Suffrin, Chicago.

The prominent feature of this setting was the French window at the back. This was twined with Rambler roses, which were used in profusion throughout the window. The

medallions on the columns were of plaster, gilded. Each suit or coat had a price ticket that was a miniature reproduction of the large window card.



Plate No. 7439. Display of Blankets by F. G. Christensen for "The White House," Santa Rosa, Cal.

This was a very simple little display in which the only decoration used consisted of pink ribbons that were tied in

bows around the rolled blankets. Each piece was ticketed with the price.



Plate No. 7440. Interior Christmas Decoration by J. M. W. Yost for Penn Traffic Co., Johnstown, Pa.

This was an exceptionally pleasing scheme of decoration that brightened up the store wonderfully. Around the top of each column was built a pergola arrangement, from each of the four corners of which was suspended an ornamental shade

containing a 4 c. p. lamp. The cross-pieces of the pergolas were intertwined with large holly vines and big white poinsettias. Lower down on the columns were placed brackets upon which long needle pines and poinsettias were placed.



Plate No. 7441. An Interior Christmas Decoration by J. M. W. Yost for Penn Traffic Co., Johnstown, Pa.

This is another view of Mr. Yost's last holiday decoration. The large shades down the middle of each aisle were made of small sticks for the frame, which was covered with fancy

crepe paper in a poinsettia and holly design. Artificial poinsettias and holly vines were also used to decorate these shades. Inside them were large lamps.

MOST CITIES that have tried the "Fare Re-
unding" plan have had the same general expe-
rience. They have started out with great enthusiasm
and or some time have sung the praises o the scheme.

Then, after a while, the scheme has been dropped as
impracticable. This has been the experience of scores
of cities large and small. Apparently there is some-
thing about the plan that will not stand up.

The Principles of Men's Wear Display

By Harry C. Davis

This is fifteenth of a series of twenty-four articles that will cover every phase of the display of men's clothing and allied lines. Mr. Davis is a conceded authority on this subject which he will handle in detail from beginning to end. The articles will be fully illustrated with drawings, diagrams and photographs and will be written in a manner that will prove equally valuable to the merchant and window trimmer.

"How Much Is Enough?"

YOU will remember, please, that this article is to be sort of a continuation of last month's, in which we seemed unable to find a satisfactory measure of relief from the pain caused by some one asking, "How much is enough?" It may be that the sort of stuff used in treating this case last month served only to cause more pain in some quarters. Be that as it may, I am going to continue with it, for it is the kind of treatment I believe in. And if you don't like it, why, just fire the doctor and use your own home remedies.

I know one man who has done this. A few days ago he said to me: "You look at and write about things from just one angle." True as you live, said I, as far as writing about them is concerned, but I do it after having *looked* at them from *many* angles during eighteen years spent in trying to find out what will attract and please people and make them untie their purse strings. "Well, said he, no man who is unacquainted with the class of trade with which I have to deal can tell me the kind of displays that

are best for my business." Maybe he was right; and maybe there are others who think the same as he. So, if you are thinking of placing confidence in what I am going to offer in good faith for your benefit, perhaps you'd better analyze it before you "take it."

I have quite a lot to say in reply to this man's statements, for I want you to see my side of all these things which have to do with "The Principles of Men's Wear Display," especially if you think as this man does. But, before disposing of this fellow I want to introduce you to another man and dispose of him. This man said: "It is all well enough for you to point out things which you think are wrong in displays, but you go wide of the mark when you don't know what a merchant or a trimmer has in mind when he does certain things." Joke! It is to laugh! If I were a mind reader I would not be plodding through life by way of paths that wind in, out and around cases and counters, at so much per. And if all people were mind readers there would be little need for displays of merchandise. A merchant



PLATE 1A—AN EXCELLENT FRONT TRIMMED BY JAS. CLAXTON FOR HARTZELL'S, YOUNGSTOWN, O.

could employ somebody to sit in a window and thin such beautiful things about his merchandise that men who passed and read his mind would step inside and say, "I should like that scarf your man is thinking about in your window," or "I should like to see that suit your man had in his mind a minute ago." It may be that there is no need for thinking, figuring, watching for causes and effects, in order to make displays of the effective sort. Maybe, if we *think* the right things when we *do* things which experience seems to tell me will cause a lot of good people to hold their noses we shall accomplish the desired end. You may check me off as one of those who do not think so, however, and put me in the column for those who believe that that which a merchant or a trimmer thinks and does and that which he *might best do* are widely different things. That which is best for a business and that which should be avoided, not what a man thinks when he does some vulgar thing, are the things we are trying to point out in these articles. And, whenever in the future, as in the past, we discover a kind of reef with which we have had experience and found dangerous, we are going to point it out to you. Steer clear of it or into it as you see fit.

Whether you agree with me in all things or not, I think you will agree in that we should try to please the people we want *most* to have dealings with; and that we should *not* do things which common sense tells us will be naturally offensive to their finer feelings and then blame them for being offended, or at least not pleased, because they do not know what we have in mind when doing them. So much for our last kicker! Now for the first one again. With

reference to the "class of trade" with which *any* merchant has to deal, let me tell you how experience with many classes of trade in several different cities leads me to think. Whatever the class of trade it is made up of beings possessed of human nature; and human nature is much the same in all sections of all countries where the modes of living and dressing are the same or even similar. It is human nature we have to deal with; and to find out how *best* to deal with it is the task before us.

First of all we must take into consideration the fact that there are likes and dislikes to be dealt with whenever human nature is to be dealt with, and at first thought this might seem to make our task the harder. But upon second thought I think you will agree we find that this rather simplifies matters, helps us. The existence of these things furnishes us with a working basis, if we view them as they really exist. If there were as many *kinds* of likes and dislikes as there are members of the human family, then we would find a mighty complicated state of affairs to wrestle with. But, fortunately, we have no such state of affairs to face. Both likes and dislikes as found in the big human family run in long, broad streams and form vast oceans, as it were. No, that will not do: We've made them all "wets," you see; and as we hear so much about the "drys" as well as the "wets" these days, perhaps we would better say that human likes and dislikes form great *bodies*. Now we are in the middle of the road, where the going is best and where we shall see that each of these great bodies claims its legion of adherents (just as the "wet" and the "dry" sides do). Whenever and wherever a thing is brought forward for the judgment of many, and



PLATE 1B—A COMPANION WINDOW TO THE ONE SHOWN ON PAGE 16.



PLATE 2A—BY ARTHUR W. MERRY, DENVER.

again, whenever and wherever the choice of many is to be taken from a gathering of things of a single nature, but which differ in form, color or some other more or less essential characteristic. And this serves to make it possible for us to classify them. Yes, to make classifying them quite easy. All the likes and dislikes in the world may be divided into just three classes. If we divide them and place each one under the right one of three heads it will be found to fit perfectly *just there*.

These heads are: good taste, bad taste and indifferent taste. And it makes no difference what the class of trade may be with which you have to deal, you

will find in it people who have good taste, others who have bad taste (the "wet" ones, perhaps) and still others who are satisfied with almost anything. Of course you want them *all* to come into your store; and it is only natural for you to want *most* those among your trade who possess good taste. For, as a rule, they will willingly pay your price for things that are so displayed as to attract their attention and in which there are qualities that appeal to their good taste. We hardly need try so hard to please that element in the traffic passing our way whose taste is bad, for that element will follow wherever the crowd goes. To get the crowd coming our way is the thing to do; and I do not think there is any better way to do it than to do the things that will be most likely to attract and get coming *the biggest, the best, the leaders* of the crowd.

BE PROGRESSIVE

We must ever remember that this is an age of progress; that the tendency of our time is toward betterment in all things, including the taste of all classes of people, everywhere. Why not, then, be "in the running?" Why not try to make better and better, until we make the best possible that one medium which is the most powerful of all business-getting mediums—the window display. Do you believe this? If you have made comparisons, tried them all, you do. But if you haven't then you may doubt it. If you are a doubter I will say for your benefit that experience compels me to believe the following: Put your bid for business, your invitation to people to come into your store, in whatever other form you like—write it, engrave it or voice it in the most polite language at your command—it will be far



PLATE 2B—AN ARTISTIC DISPLAY BY ARTHUR W. MERRY FOR BRAMAN'S, DENVER.

from as pleasing or effective as a beautiful display of merchandise. Hence, I say, the display is the store's most powerful selling medium. And when good taste is used, together with as much merchandise as good taste will allow, to make a display, then—and not before—the *maximum* of power is produced in the store's most powerful selling medium. Then, too, that vexatious question, "How much is enough?" is answered. Perhaps we have sort of drifted away from



PLATE 3A—GOOD TASTE BUT WASTED SPACE.

this question, but we've got to use good taste to find out how much is enough; so, for all these little side excursions, we have kept in full sight the vehicle with which we started. Now for one more little side trip, then we'll look at some pictures.

To use good taste and beauty (they are inseparable companions, remember) in displays of merchandise will offend nobody; and to do it will often work wonders in rendering attractive and pleasing articles which, in reality, lack such qualities as appeal to people of good taste—the people you want most of all to reach. But what is the result of reversing this order? Just this: If merchandise in which there is every desirable quality be *not* tastefully displayed it will attract but few even of those who possess bad or indifferent taste, and none at all of those who possess good taste. Good taste, then, would seem to be the thing we need; the thing that will enable us to make beautiful, attractive, pleasing, selling displays. If we can get a supply and learn how to use it we shall find out how much is enough. And by the same means it will become unnecessary for us to trust to luck for results or to hope—in vain—that the public will take time to try to reason out "what we have in mind," if we do things that smack strongly of bad taste, if nothing worse. But where can we get a supply of that invaluable stuff, good taste?

Why, all around you! It is to be found in some measure almost everywhere, but it is very often so mixed up with the other kind that it is a bit difficult to find. So we must learn to recognize it and separate it from the other kind when we see it. We must become familiar with it ere we can hope to make use

of it. Let us see how much of it we can find in the pictures we've selected to look at; and at the same time see if we cannot find out "how much is enough." That is, how much is enough merchandise. We hardly need concern ourselves with how much is enough good taste, for we can never use *too much* of that.

Pictures 1-A and 1-B show, I should judge, part of the front of a rather narrow store; and, if the engravers do these photos justice you will be able to get a very clear idea of what I consider an exceptionally good lay-out for a narrow front. It strikes me that whoever is responsible for this layout, the style of the backgrounds and everything else that goes to complete the windows, possesses both good taste and an understanding of the need for using it to make the right impression on the hard-to-catch busy public. Who—no matter how hurried his gait—could pass this front without seeing at a glance that this is a "live" store, where wearables of all kinds for men and boys are to be had? And who, upon stopping to look at any one of the many sections or kinds of apparel, could help being favorably impressed with the tasteful manner in which the merchandise is arranged? It is a beautiful, sensible front, trimmed in such a manner as to attract, please and *get business*.

A little bad taste is displayed in the over-use of display cards and pennants, and one might wish some of the neck ties were displayed elsewhere than on foot forms. But, as a whole, the display as well as the layout of the front, the backgrounds and other fittings, make one wish there were thousands more half as good instead of the few there are to be found.



PLATE 3B—TASTY BUT WASTES SPACE.

This front—in which the displays play an important part—certainly makes a strong bid for business, but note in what a polite, pleasing, confidence-inspiring manner it does so. And note how easily Mr. Claxton seems to dispose of the question, "How much is enough?"

In pictures 2-A and 2-B we see results of using good taste—displays that must attract and please everybody, of whatever "class" they may belong in. How happy

a man must be in the possession of good taste, when he sees such results follow his using it! Here are two beautiful displays. Any man might well be proud of having produced such effects with merchandise. But in these pictures I see some little waste of display space which I would not stand for if I were "paying the freight" on those windows. I would insist upon showing some small articles that would "fit in" nicely with the shirts and other things in display 2-A. They could be placed to the right and left of the display card and they would not in the least degree impair the present beauty of the display—and they might *sell*. I shall not suggest any particular article or articles to use. I did so in commenting similarly on a display some time ago and soon afterward heard from the

paratus working in the right direction. We might all profit by learning to think more and pay more attention to seemingly trivial things. We *must* look out for the little things if we would find out "how much is enough," for they help make up the amount that we are after.

In taking up display 2-B we cannot say too much for the beauty to be found in it, but much might be

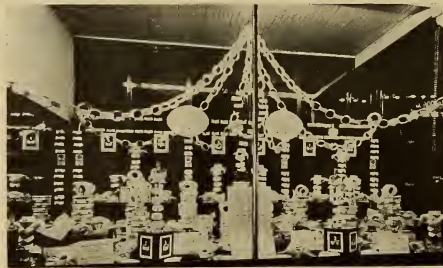


PLATE 4A—EASY TO PICK OUT A STYLE.

man who made the display. He favored me with such a letter as would make anyone wish to meet and know him. He did not take exception to our using and commenting on his display in the article.

He was big enough to understand why those things were done and he expressed his approval of the method employed to try to help some one. But for all my appreciation of his good letter and my admiration for his broad-mindedness, I cannot help mentioning the excuse he wrote for not having used such articles as I had said could have been added to his



PLATE 4B—"HOW MUCH IS ENOUGH?"

display. He said that his firm carried such poor qualities of the things mentioned that he would not display them. Well, I thought, couldn't he have used *something else*. I mention this merely to illustrate -- as the instance reminded me—how much easier it is for us all *not to think*, than to keep our thinking ap-



PLATE 5A—TOO MUCH MERCHANDISE.

said, too, about the waste of space. Perhaps the proprietor of this store does not object to paying rent for space that is not made to work. If so, that is his business! But if I were "boss" in that store I should order a divider and make two displays, show two units consisting of three shirts each, instead of one unit



PLATE 5B—OVERCROWDED AND CONFUSING.

consisting of six shirts. And I should display more accessories with the shirts—use more merchandise to produce beauty, and find out "how much is enough." It can be done without crowding or using bad taste, and it might increase the volume of the year's business in no small degree, if the habit of doing it be formed and followed.

The man who arranged the displays shown in 3-A and 3-B seems to have gathered a liberal supply of good taste, and to have a happy faculty of using it wisely, of forcing it into displays in a manner that

must make it redound with profit to the store with which he is connected. He or his employer believes in devoting more space to a single display than I do. Perhaps both of them do. No matter how they believe or what they "have in mind," I am going to suggest that they get figures on some dividers for those big windows.

Now for some special sale displays—to be seen in 4-A and 4-B. Collars: You think "collars" the moment you look at either display; the thing is impressed deeply in your mind. But what about picking out a *style*? You will find this an easy thing to do in display 4-A, but not so in 4-B. I shall leave it to you to say in which one we find some degree of beauty, and evidence of good taste; which one will sell more collars—and why. I think you will be able to see at a glance which of these pictures shows us "how much is enough" in a sale display of collars; and how one man may err in spite of having in mind the right thing, while another man *will do the right thing*, taking no chances on our being either inclined or able to figure out what he has in mind.

In pictures 5-A and 5-B we see how much is enough and then some more. I am inclined to think that in these pictures we find how much is too much and also results of letting bad taste run riot in arranging displays. Awful! isn't it? Don't do it. Can you imagine what the artists (?) "had in mind" while producing these masterpieces? Maybe they arranged these displays "the morning after."

✕ ✕

Novel Window Dividers

THE THREE LITTLE PICTURES show some new ideas in window dividers for holiday displays. They are the work of Henry A. Remillard, window dresser for McAuslan & Wakelin Co. of Holyoke, Mass. and, so far as the Editor knows are entirely original with him. Owing to the small size of the pictures it is difficult to make out some of the



FIGURE 1.

details that were the principal attraction in these unique dividers. The framework of Figure 1 was made of 7-8 by 2-inch lumber. This was covered with closely shirred cream colored saten. The latter was sewed in the shape of "sleeves" and then turned

right side out and slipped over the wood and shirred naturally. In each section was suspended a highly attractive little winter scene. These were done in simple relief work which was frosted. In each scene were a number of trees in the foreground. These

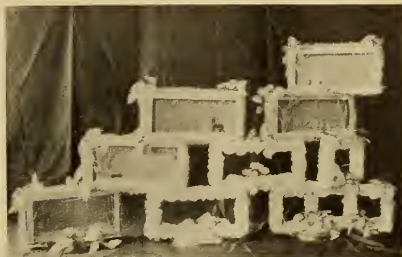


FIGURE 2.

were merely small twigs frosted but they produced a most realistic affect. Into each scene was introduced a miniature figure such as a deer, etc. As there was considerable depth to the frames of these little scenes, the "trees" could be placed in various positions to give the proper perspective to the picture. This idea might be used in various ways in window decoration. A few white holly leaves and some tinsel completed this divider.

Figure 2 offers suggestions or different handling of the panels and a different sort of framework. In

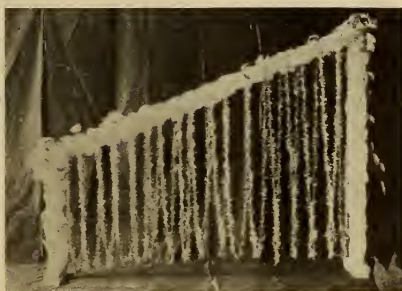


FIGURE 3.

Figure 3 is illustrated a very simple form of divider. It is simply a frame covered with shirred saten and draped with tinsel. A few white holly leaves and red berries carry out the Christmas idea sufficiently. Dividers are used more in holiday displays than at any other time as it is frequently advisable to cut the window up into several sections. This sort of dividers would answer the purpose very well and they have the advantage of being very easy to make and cost little. A great many variations of the idea shown here might be used if these do not fulfill the requirements of the occasion.

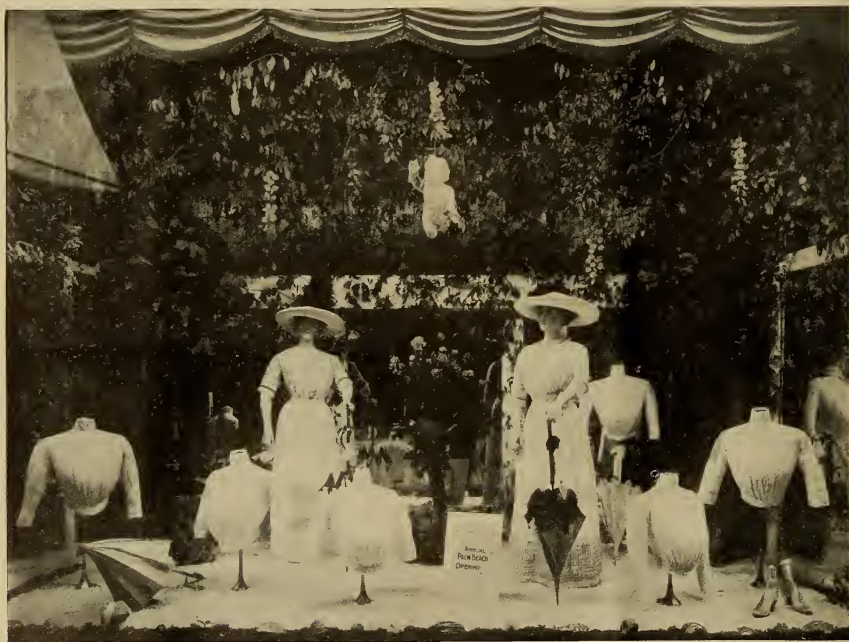
The Palm Beach Show

A FEW YEARS AGO a merchant would have been considered crazy if he had made pretentious displays of the gauziest sort of summer dresses in the middle of winter. Customs change however and practically every big store now has its "Palm Beach Show" or whatever he may call the exposition, shortly after Christmas. Such exhibitions are now accepted by the public as a matter of course and show windows are filled with the flowers and feminine finery of June while outside a blizzard may be howling and the mercury well below zero.

Every year the shows of millinery, gowns, suits and light wraps for winter resort wear are growing in importance and the big stores are making more and more elaborate displays of this class of merchandise.

rations were handled in a prodigal manner. There were palms, flowers and foliage and hundreds of tropical birds of many varieties twittered and sung among the branches—at every side was something to suggest balmy spring and make one forget the bitter winter weather outside of the store.

This picture shown here is a typical Palm Beach display. It was made by Al. Hagen for Stix, Baer & Fuller Dry Goods Co. of St. Louis last January. For several years this store has had what they call their "Annual Palm Beach Opening" and Mr. Hagen has made some notable window and interior displays for these occasions. In this window the purpose was to make it as summery as possible. White sand and small shells were used as a floor covering and a row of larger shells imbedded in moss were used as a



A PALM BEACH DISPLAY DESIGNED BY AL. HAGEN, ST. LOUIS.

Generally the special displays for women going South are made during the first week in January. Tourists bound for Florida or other Southern resorts generally leave soon after the holiday festivities are over in the North and as some time is required in getting a wardrobe together, the merchant must make his showing as early as possible after New Year's Day. Last January several of the big Eastern stores used living models in connection with their "Palm Beach Shows" and elaborate settings suggestive of the Sunny South were arranged. One store devoted nearly all of its immense suit section to the Florida show and the deco-

border. Southern smilax was used in abundance to form the background and in each of the rear corners was a large tree made of magnolia foliage. Flowers were used in addition. Summer dresses were shown on the wax figures while waists were shown on the forms. Several parasols were also shown.

A handsome display like this would attract attention at any time but it would naturally make a far greater impression in winter than it would in summer. And it is not only people who are going South who are interested in displays of this sort. Every woman is interested in pretty clothes and in most

"Palm Beach Displays" there are many things shown that are suitable for indoor wear in the North quite as much as for outdoor wear in the South. Considered as a general advertisement for the store, a pretentious showing of gowns and accessories for Southern wear should be well worth the trouble and cost.

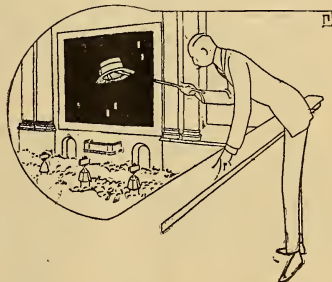
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Rag-Time Illustrations

FOR many years the Wanamaker advertising has been regarded more or less generally as the last word in department store publicity. It has been copied and quoted from one end of the country to the other. Little stores and big stores have followed as closely as conditions would permit the devious wanderings of the Wanamaker trail, having but little regard at to where they were being led. When some

out at random from three or four recent advertisements and have been somewhat reduced to fit our page. Look at the fat bully with the big wart on his cheek and the general facial expression of an ill-tempered pig—then look at the anaemic who apparently has gone to sleep leaning against the piano—observe the attenuated and featureless youth who is accomplishing a feat of balancing with a hat and walking stick. Certainly these are all pleasing and appropriate pictures for illustrating a department store advertisement. Now observe the anatomical charms of the maidens in the smaller pictures—aren't they beautes?

However, the Wanamaker stores have elected to use this style of art (?) in their advertisements, and the admiring imitator quickly proceeds to do the same. One can now pick up a newspaper from almost any



THESE ARE NOT COMIC WEEKLY ILLUSTRATIONS—THEY ARE AD PICTURES.

years ago Wanamaker's Philadelphia store took up simplified spelling, the fad was promptly adopted by others. When the Wanamaker stores affected the use of French names and expressions in their ads, this idea also was quickly adopted by scores of admiring imitators. The same is true of all of the many advertising innovations that have been brought out in the Wanamaker pages. It is reasonably safe to assume that if Wanamaker's saw fit to print their advertisements in Chinese, there would be plenty of others to follow the example.

During the past year or so, both of the Wanamaker stores have been using a style of illustration that is apparently based upon a combination of delirium and nightmare. The pictures shown here are fair samples of the style used. They were picked

large city and will find in the advertising pages the same freak pictures that adorn the Wanamaker ads. And when this fad has run its course it will be replaced by another that in turn will be carefully copied as others have been.

§ §

Living Models

SOMETIMES merchants have complained that fashion parades by living models, and other similar store shows, demoralize the business of the entire store while they are in progress. This certainly has been found true in some cases. During the Kansas City Fashion Show this was remedied to some extent by using Convention Hall for the showing of many of the models during the evening.

Department Store Card Writing

By G. Wallace Hess

This is the sixth of a new series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

January Sale Cards

CHRISTMAS buying now in full swing, will soon be over, and while the average cardwriter will not have much idle time on his hands for the next few weeks, there is invariably a lull in his work about the last two or three days before the greatest day of all when buyers and assistant buyers and clerks have all they can do to wait on the trade without bothering to order cards. It is in such brief periods that one must look ahead a little and plan for the January white sales, clearance sales, etc.

When one looks around for a fitting design for January White Sales he has his hands full. Going back as far as I can remember there has always been in use the old boat idea with sail unfurled, etc. Now to my way of thinking a sailboat on a card to call attention to a "White Sale" has about as much license there as a reproduction of the "Great White Way." Certain it is that the large establishments do not stand for such a creation and they don't spend money on getting out a printed card with fancy border.

If you will study the thing carefully you will readily see that a quarter sheet card is about as large a card as is needed in the average store of the better class. Now, no one wants to sell cardboard or mat board in small quantities. A boy cannot pack it for shipment—a man's time eats up the little profit and more, so there you are. Especially is this so in full sheets of cardboard and mat board. In respect to the latter here is a suggestion, mat board comes in sheets $30\frac{1}{2} \times 40\frac{1}{2}$ inches—the half inches being allowed for trimming. Now if you feel as though you can get along with quarter sheets you can have your mat board cut so you can get six, eleven by fourteen inch and two, seven by eleven inch cards out of each sheet. These leave practically no waste whatever and such sizes can be sent by parcel post protected by corrugated board very readily.

If you feel you must have some half sheets you can get two, fourteen by twenty-two inch cards; two, eleven by fourteen inch and two, seven by eleven inch cards out of each sheet of mat board. Now mat board isn't as expensive as you think if cut in this manner and a nice clean piece of white mat board free from finger prints has got your sail boat thing beaten in every way.

Four quarter sheet cards are shown here and all are lettered in black with the music pen; a red initial letter, brush made being used on all. The panels are little colored novelties cut out of an art magazine. Last month several asked me where they could buy panels such as I used on a Thanksgiving card. If you look over the souvenir post cards, you will find many designs you can make use of, especially for Easter, Thanksgiving and Spring cards.

There is a trade journal for the drapery and house furnishing trade which runs decorative schemes for interiors and it is possible to cut the reproduction of a dainty cretonne curtain out and rule lines around and through the center and make an attractive panel.

If you are interested in men's apparel a well known Chicago firm of wholesale tailors invariably runs some little color thing in their monthly ads which can be utilized. It's by everlastingly keeping your eyes open that you will find these things. Furthermore you will spend some money foolishly this month but if you want to spend a dollar to good advantage buy an inexpensive set of artist's colors—if you do, I'll guarantee you will learn more of color effects and values than you ever dreamed of and enjoy one of the most interesting things there is in the world of art or lettering—water color work.

To the cardwriter who is inclined towards art I would also say that I believe the time is not far distant when you will see pastel or crayon work used with dainty and telling effect on special cards.

The whole trouble with many of the cardwriters throughout the land is that they lose track of the commercial value of a card. They want embossed cards and other similar things and the makers of these things as far as the show card line is concerned ultimately landed in the bankruptcy court. The same applies to the die stamped letters which you see on the "invisible gauze" sign. Now a brewery getting out hundreds of thousands can afford to pay for the making of dies to make these letters and signs—you and I cannot, and there is the difference. If you are running a small shop you cannot afford to buy die cut cards, or if you do, you cannot make any money and there you are.

nnual sale of muslin underwear.

*Substantial price
reductions are offered
during this great once-
a-year sale.*

1

Someday you may think you need a beveling machine—I did once. An official of a Chicago establishment sold me one for thirty dollars that cost him seventy-five. I in turn sold it to a friend of mine with a seven dollar swivel work-chair thrown in for five dollars and I'd hate to offer him seventy-five cents for that machine today. Unless you want to spend in the thousands of dollars there's only one way to bevel—the beveling knife.

SPLIT BRUSHES.

I have been asked what makes a brush "split" and in as much as such brushes are generally considered worthless—something that I do not believe—I will give to my way of thinking as to some things that can cause a brush to act in this manner.

1. Not enough water in the color.
2. Color jammed up into heel of brush.
3. A coarse hair improperly laid in with finer hairs.
4. The ferrule compressing the hair too tight.
5. Short hairs or hairs of uneven length in the brush.

Certain it is that the pointed brush—the brush that is sure to split if you demand too wide a stroke of it is the best brush for high class lettering. Cer-

he waist section offers many smart 1914 models at the popular price of \$5⁰⁰

3

he new silks for 1914 are shown here.

*We have on display
the handsomest collection
of silk fabrics which
we have ever offered*

2

tain it is that quill brushes do not split and why quill sables have fallen so into disrepute in the last ten years is beyond me. They deserved a better fate. Outside of the quill and copper ferrule brush there is another brush that will become popular before many years and I am inclined to think that it is because we view the Japanese with so much distrust that it is not popular now.

A JAPANESE BRUSH.

These people make a brush the hair of which is set in a dainty piece of bamboo and this in turn set in another piece of bamboo until the brush handle or bamboo attains the size of a stenographer's lead pencil in the small sized brushes and increases in size in the larger brushes.

It is about the most delightful brush one could hold in his fingers and how it would suit some of us brush maniacs is best told in these few words: Remove the little piece of bamboo ferrule and you will find a little piece of string there and all you do is to pull a little and you shorten a three-fourth inch brush to a half inch or make any length you desire.

Relative to buying brushes there are two things which never should be done. One is this: if you are in an art store never insert a new brush in your mouth to moisten hairs. Poisons are often used to

he small price cards show a few of the bargains offered in our Great White Sale.

4

prevent the ravages of insects. Always ask the clerk for some water to dip the brush in.

The second one is: don't attempt to see how hard you can pull the hairs to see if they will come loose. That will ruin a brush about as quickly as anything I know. Put the brush in service and if the hairs come loose return it to the person or firm you bought it from. In the articles beginning with the January number and continuing in the following months I will introduce some new working tools for the letterer which have not been used heretofore in connection with card writing and I hope and believe you will find them interesting and novel.

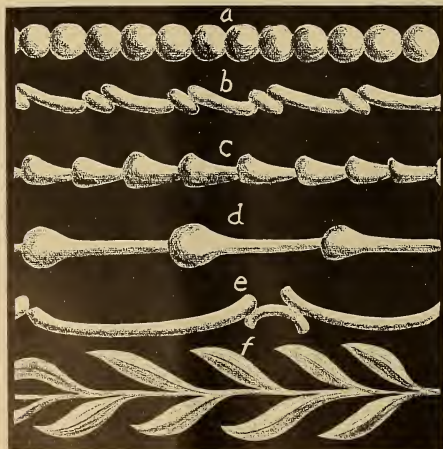
Incidentally I might say that if you have several or many windows to trim, you will find that if you use a uniform sized card with the same layout on each, that is, if you like the undermuslin layout cut a mat to line your cards with and write copy to fill a certain number of lines. This is the only way to make window signs show up well. It also follows that the public after reading one card become familiar with it and other cards are read more quickly and easily than where a centered card is used in one window, a read and run card in another and lettering on carved or slant lines in another.

When you tire of a certain layout "kill it" in every window at once and keep its successor uniform.

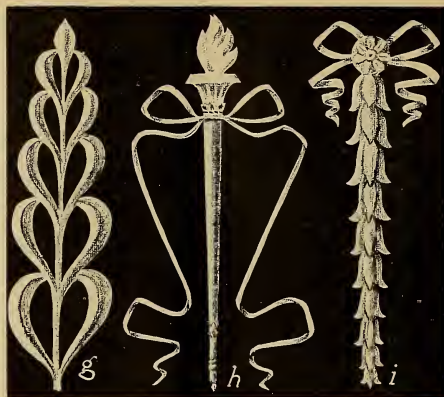
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Relief Work

IN GENERAL window decoration there is perhaps no form of embellishment that is so easy of accomplishment and can be used in so many ways as relief work. This is especially true of windows in which period decorations are used. Borders for panels and small medallions or other conventional ornaments in relief will in many cases give just the touch that is



EASILY MADE BORDERS.



RELIEF ORNAMENTS.

needed to finish off the display. For this reason every window dresser should be more or less proficient with the relief bulb and its uses. Any trimmer can with a little practice get good results with the relief bulb. If he has a knack for designing, he can work out many original artistic effects, and if it happens that he is not so gifted he can copy the designs of others in a purely mechanical way.

The relief bulb is simply a heavy rubber bag that is supplied with metal nozzles of various shapes. The shape of the nozzle determines the form of the plastic material as it is applied to the design. For example, one nozzle or ornamenting tube will make a thin, flat strip of relief; another will make a corrugated strip; still others will make graduated applications, and so on. There is practically no limit to the decorative designs that can be made by a clever handler of the relief bulb. The bulb is filled with relief compound mixed with water until it is of the consistency of a thick paste. This is then oozed out through the nozzle and applied to the design, to which it naturally adheres. By regulating the pressure and varying the speed with which the tube is moved over the surface an almost endless variety of effects can be produced by the use of half a dozen tubes of varying shapes.

There are several excellent relief bulbs on the market and all of them are comparatively inexpensive, varying in price (including attachments) from one to three dollars. The relief compound is also inexpensive; it is generally put up in five-pound packages and costs about seven cents per pound in such quantities. Larger quantities are correspondingly cheaper. It is made in white, but any good fresco color may be used to tint it to any desired shade. Small relief work is especially attractive when finished in gilt or metallic colors. Such a finish can easily be applied with a brush.

As to subjects or studies from which to get ideas for relief bulb work, there are several concerns that

issue elaborate catalogues of relief ornaments. These catalogues generally are not sent out gratis in response to indiscriminate requests, but are in most cases sold at a nominal price—generally a dollar or so. This is exceedingly cheap if the decorator expects to use much relief work, as the catalogues contain thousands of beautiful illustrations showing ideas many of which can be reproduced with a relief bulb with sufficient accuracy to answer the purposes of window decoration. These catalogues are really textbooks of period and conventional decoration and would form a valuable addition to any window dresser's library.

The two sketches shown in connection with this article are intended to show some of the simpler ornaments that can be made with the relief bulb. In the first picture, *a, b, c, d, e* and *f* are designs for borders that can easily be made by anyone who has had a little practice with the relief bulb. In making them the principal idea is to make the strokes regular and to keep the lines straight. In the other picture are shown suggestions for ornaments of a conventional character. The one in the middle can be made more readily by having the torch made from wood and then apply the decorations with the bulb. To make Figure *i* it is necessary to start at the bottom and work upward, as it will be noted that the upper "leaves" overlap those below. The same principle will apply in many relief work designs, but the decorator will soon find out for himself the proper methods to use.

* * *

THE ADVERTISER who has not all the confidence in the world in his goods will waste money in giving them publicity. The only kind of advertising that pays is that which is based upon confidence of the advertiser and the public.

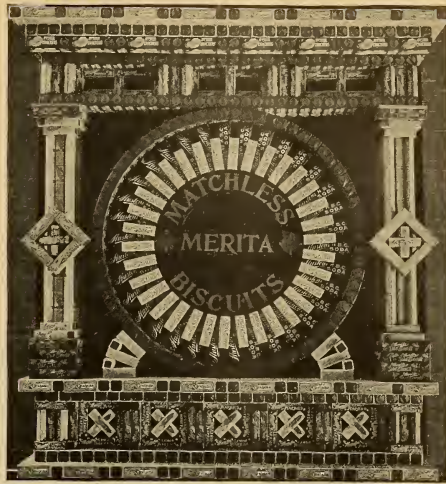


Plate No. 7443. Interior Display of Crackers by L. S. Dorrance, Birmingham, Ala.

This display was built against the wall of the interior of a wholesale grocery house. It was constructed entirely from dummy packages and the dimensions were 8x10 feet. A display of this sort while it may have no direct selling qualities, makes a good advertisement of the product, and is always left in place for several months.

IF GARMENTS have been advertised and displayed to a considerable extent and have failed to sell, it is reasonable to assume that they do not appeal to a popular taste. It is then time to do some strong price advertising. It is better to make a small cut in the beginning than a big one later.



Plate No. 7442. A White Goods Display by O. F. Ballou for C. H. Almond D. G. Co., Lynchburg, Va

This was one of several windows that were treated in the same general style. In the middle of the background was a plain panel sign in a frame. It was surrounded by white

snowballs. "White Sale" pennants were used in all of the windows and throughout the store. All of the merchandise in this window was shown folded.

VALUE OF DECORATIVE SCREENS

THEY HAVE A BIG PLACE IN WINDOW DISPLAY AND CAN BE USED IN A GREAT VARIETY OF WAYS—PRACTICAL SUGGESTIONS AS TO THE JAPANESE STYLE OF DESIGN

Ellsworth H. Bates

With Younker Brothers, Des Moines, Iowa.

WINDOW DISPLAY MEN will find that the possibilities and uses of decorative screens are numerous and therefore of considerable value, not only for openings and other important occasions, but for the everyday setting of the show window or interior. There are many things to recommend the

of merchandise. Monotone effects are always pleasing and these may easily be worked out in admirable effects by using black, brown, blue, green, grey or gold. The air brush is almost indispensable to the decorator who intends to reproduce Japanese scenes, for it is through the use of this instrument that the soft shadings characteristic of Japanese landscapes may be worked out.

In the design shown here the mountains and houses and distant water lines are made by airbrushing over stencils. The trees and land in the foreground is made in a deep silhouette effect produced through the use of heavy gloss paint. If the paint one secures for this is not thick enough to give the desired



DECORATIVE SCREEN DESIGNED BY E. H. BATES.

screen—it is comparatively easy to make, occupies little room and is easily moved from one place to another.

Japanese screens were selected for this article because of their simplicity of design which renders them more easily reproduced by the decorator who may be called upon to execute his own scenic effects. In the Japanese style of decoration a great variety of treatments may be worked out through the use of a few simple lines, and the finished product will be found useful in the display of many different lines

shiny, embossed appearance, leave off the cover of the paint container so the thinner more volatile ingredients may evaporate. This will be found especially essential if the painting is to be done on china silk as the paint will seep and blur the silhouette, which would detract from the effectiveness of the picture or result in the loss of the silk. This heavy gloss treatment seems to throw the land, trees, birds and figures to the foreground in a pleasing manner, against the distant soft tones of the mountains and sky and the soft tones of the reflections in the water.

The leafy effect on the trees is made with a flat brush held horizontally and stippled with short, quick jabs, beginning at the top of the branch while the color is heaviest in the brush and then working down and to the sides. A scene may be made in gold bronze on white by using the heavy bronze for silhouettes and for the shading the medium may be thinned down to a consistency that will permit it to flow through a hair brush.

The framework of this screen should be made from three-quarter inch lumber and would be more in keeping if it were covered with the thin Japanese wood fiber that may be had in any of the before-mentioned colors except gold. This wood fiber, which is a very thin veneer cut from the natural wood and mounted on thin paper, makes an ideal covering for any kind of framework. It is applied the same as wall paper, but the paste used for mounting should

setting may dictate. A drape may be thrown over one side at the top of the panel if the screen is being used in a display of draperies, dress goods or silks. This panel is made to stand alone by the semi-circular piece at either side which form four legs and give substantial support. A small shelf is made to fit over the edge of the frame and rests on the semi-circle. On top of this shelf may be placed a vase of chrysanthemums, a small palm or any other flower or plant to suit the taste of the decorator. After the panel has been used in the window it will be found to make a highly satisfactory ledge decoration.

A series of opening windows could be made with screens as the main decorative feature by carrying out a separate color scheme for each window, and making the display of merchandise in harmonizing shades. Green, gold, blue, copper or purple bronzes will suggest beautiful frame coverings for those who may not care for the covering of wood fiber.

* *

Sunday Advertising

IN ALMOST every big city one or two of the high-class stores make it a practice to draw the shades of their display windows on Sunday. The same stores never advertise in the Sunday papers. On the other hand, there are many other stores of equally high standing that keep their window shades open on Sunday and do more advertising on that day than on any other. Looking at the matter from an ethical point of view, we can see no good reason why a store should not advertise or keep its windows open on Sundays. Viewed from a purely business angle it will have to be admitted that the store that is well advertised in the Sunday papers has an advantage over the one that is not. Practical tests have shown that advertisements in the Sunday papers bring greater returns than those printed on week days. One reason for this is that the Sunday papers generally have greater circulation, and another reason is that people take more time to read the papers on Sunday than on other days.



A SINGLE PANEL SCREEN.

be carefully strained, as small hard lumps will prevent the desired smoothness to the surface. The bough and pine-cone treatment at the top of the folding screen is painted on the same material as the scene, preferably with dark grey as the main color, shaded with black below, and high lighted with gold on top. The network on the cones and needles is in black.

The triple panel screen has the regular screen hinges which permit of the leaves being folded forward or backward, giving the zigzag position, or with both end panels to the front as shown in the sketch. The smaller single screen may be used as a divider or a decorative centerpiece as the requirements of the



Plate No. 7444. White Goods Display by H. C. Whitnack for H. B. Sykes Co., Elkhart, Ind.

NOTES FROM NEW YORK

WINDOW DRESSERS' BENEFICIARIES UNDER WILL OF THE
LATE BENJAMIN ALTMAN—THE BUYER AND THE DEC-
ORATOR—LORD & TAYLOR TO OPEN NEW
STORE JANUARY 15

F. F. Purdy

THE new Altman addition is rising, and is now up to the first or second stories of three-quarters of the ground area. The foundation having been completed, the building will grow rapidly, and will be ready early in the summer. The provisions of the will of Mr. Altman, by which his employees were remembered in proportion to their length of service, is one that illustrates a quality of heart that has met with a warm response in the breasts of New Yorkers generally, and his will is spoken of as one that is ideal. Under this provision, Mr. Frankenthal, who has been chief decorator for B. Altman & Co. for something less than twenty years, receives \$1,000; Mr. Ireland, who went with the company at the same time with Mr. Frankenthal, \$1,000; and Mr. Ellis, assistant to Mr. Frankenthal, \$2,500, Mr. Ellis having been with B. Altman & Co. for twenty-five years, and receiving his remembrance on that basis. The Altman store has been doing a wonderful business during the fall, the procession of autos leaving customers at the Thirty-fifth street entrance being almost continuous. The new backgrounds of the windows are "wearing well," being of French gray plush—backgrounds and carpet.

SYSTEM AT MACY'S

R. H. Macy & Co. have been experimenting with a concave glass for one of their windows to reduce the rays of the sun, with a view of eliminating the shadows that often seriously affect the scene from the observers' standpoint. It is too early yet to state the exact results of this experiment. The big concave in center of glass breaks the view and gets the crowd up close to window while it is a novelty. Mr. Allert is a pioneer in trying out the latest ideas that will make his windows of the greatest value to the organization he serves, and his own department is one of considerable magnitude. It includes a dozen besides himself, a carpenter and show card writer, and ten trimmers. By the system now in vogue each buyer gets a long notice ahead of when he may expect a window—sometimes a week's advance warning. This gives each buyer a fine chance to do his level best and to even get hold of something extra at times to particularly attract the public in novelty or value. The buyers generally first send in a requisition or a window, and Mr. Allert makes the disposition of each case, as to time and location.

Speaking of the buyers' relation to the decorator, it may be said that the closest understanding is necessary in all establishments. The buyers often get the idea that their interest lies only in having solid win-

dows of their own merchandise, and once in a while we hear from trimmers that, while the buyers co-operate heartily in making their own solid windows a success, they are not sufficiently keen on contributing something from their departments to trim up a window containing other merchandise. The trimmers' idea is the correct one, of course, that any representation, however small, from any department is of value to that department. In the cases of gowns with furs, for instance, there is, of course, no difficulty anywhere with either department, for the presence of both articles of merchandise is so apparently necessary. But there is sometimes too much indifference on the part of the buyer in supplying the smaller articles. There is a strong tendency nowadays toward occasional windows showing dresses and various accessories, all of which are suggestive, and which are oftentimes more attractive to the public than solid windows. It behooves every decorator to do his utmost to educate the buyers along this line and to get their best co-operation. The decorator needs considerable character and diplomacy, first to preserve the strength of his own position and get the consideration due him, and next to secure the prompt and cheerful co-operation from all buyers which he must have to attain the best results.

LORD & TAYLOR

J. J. Hannigan, formerly decorator for R. H. Macy & Co., and later working along educational lines in the window trimming field, is back again in the harness, having engaged with Lord & Taylor and assumed his new position, in connection with Mr. Rossiter, and these gentlemen will divide the supervision of the work of taking care of the interior and of the windows—about thirty—between them. Mr. Hannigan put up some good windows at Macy's, and will find ample range for his efforts in the new Lord & Taylor store, the windows of which will have some novel features to which we have already alluded. Mr. Rossiter, after a year's service under the previous Lord & Taylor decorator, developed such an aptitude for the work that he has continued in charge ever since and maintained a high and artistic standard.

The new Lord & Taylor store is to be opened January 15, if contractors keep their word, and the external appearance of the new commercial palace at Fifth avenue, Thirty-eighth and Thirty-ninth streets looks like an opening on time. There is a row of show windows above the street in Fifth avenue and part way round on Thirty-eighth street, which will also be dressed with the larger objects, mainly home furnishings, it is understood, like furniture and rugs, which can be distinguished from across the street, and from passing autos and stages, as these windows are not of great value to people standing on the sidewalk underneath. The relation of the show window to the woman in the automobile is a mighty factor on Fifth avenue, and has been well recognized at Lord &

Taylor's. The store management has been very secretive about all plans, but we find that we struck it exactly right in our last issue, through securing the consensus of trade rumors. We understand further that the backgrounds will not be all alike, and that the metal fixtures will harmonize with each background in finish. Much interest is being shown in the lighting system for windows and interior, which are likely to be as fine as any in New York department stores if not at the head. Back in the forepart of November the firm began a series of removal sales, to continue until the old site is abandoned, and all stocks have had a special airing.

HOLIDAY PREPARATIONS

Ample and early preparations were made for the holiday windows, which were put in in some cases by Thanksgiving, with interiors, rotundas, special exhibits, etc. Starting in at Thanksgiving, which has been more favored of late, lengthens the holiday selling season very sensibly. Mr. Wendel, at Gimbel's had his rotunda in full swing Thanksgiving, surrounded with fancy, ornate houses to delight the hearts of the children, with scenes from "Snowflake," "Tom Thumb" and other children's favorites, and entertainment from the elaborately decorated stage. It is unnecessary to say that Gimbel's auditorium is a very popular place, and that Mr. Wendel's ingenuity has made a strong hit. All over Wanamaker's there were boxes where large grotesque heads of the Christmas patron saint bobbed up out of a big closed box—a novelty the very movement of which was far more attractive than the old Santa Claus heads that simply stay put. Action always attracts the crowd.

HARRY BIRD ABROAD

Harry Bird, of Wanamaker's, and Mrs. Bird, sailed for Europe by the Lusitania November 5, and many of their friends were down to the dock to see them off. They will visit Great Britain, France, Germany, Switzerland, Spain, Italy and Egypt. Yes, Egypt is in the list. It is safe to say that Harry Bird does not go to Egypt to get department store ideas to flash on America. Rodman Wanamaker has his own ideas in sending his decorator and able general aide de camp all over Europe and Egypt. You have to see the Wanamaker decorator's museum and office to begin to assimilate it. He lived in Paris for years himself. It is evident that the chief wishes his decorator to absorb the local color, and real "atmosphere," of each country from which Wanamaker's draws supplies, so that that atmosphere may be exactly interpreted in the windows, and at the same time that the settings of the various period styles may be reproduced. Hence, we take it, Mr. Bird's trip. Joe Campbell, Mr. Bird's assistant, and in charge in his absence, is properly taciturn and incommunicative. Joe is utterly uninformed as to what is going on, and his salary ought to be raised for his conformity to instructions. He is working hard and saying nothing.

But the Wanamaker management, with its usual far sighted vision, is, we predict, setting a pace for interpreting merchandise and store policies to the public *through the windows* that will, when the results are worked out, meet with the enthusiastic approval of leading merchants everywhere. Wanamaker is in the van, as usual.

STERN'S NEW BACKGROUNDS

The change in the backgrounds of the windows of Stern Brothers is noted with interest. A new mahogany background has been put in along the whole Forty-second street stretch, three feet in front of the former background, to make it possible harmoniously to get the merchandise closer to the people. This "museum business" is getting unpopular. Wanamaker's long ago broke up their high ceilinged main-building first floor with the Burlington arcade, and there are "little shops" all over their plant. The big corner window of the larger building now has a lower ceiling to get down to human beings. The goods are not merely for exhibition. They are *for sale*. The new background at Stern's gets the proportion just right, with the goods looking far less lonesome. In the center of each window there is a panel space filled with Venetian iron grill work, backed by a delicate colored removable silk fabric, with light behind at dusk or night to bring out the color, which is selected always of course to harmonize with the display. This comely panel arrangement makes a pleasing change from the solid mahogany flanking it at either side. Where there are exhibits requiring greater depth of space, this new background, which looks as permanent as the building, may be easily removed, giving three feet deeper space. Mr. Zegers, decorator, has Mr. Dennis, who has been with him many years, as his assistant. Lawrence McArdle, formerly of the Stern decorative staff, is now with Mr. Waldron, at Frederick Loeser & Co.'s, Brooklyn. Mr. Beiter, formerly decorator for the Blumstein store, at One hundred and fiftieth street and Third avenue, has returned to his former post, taking the place that Mr. Hannigan has occupied for a short time and has just resigned.

A. D. MATTHEWS' SONS

John Reilly, who has been decorator for A. D. Matthews' Sons, Brooklyn, for about fifteen years, has resigned, and is succeeded by Mr. Olson, who comes from the West. Mr. Olson has already put in some windows that rank with many other fine Brooklyn windows. A. D. Matthews' Sons has recently been completely reorganized, after the settlement that was made with creditors at 100 cents on the dollar, payable in long term notes the Messrs. Dimond, of Providence, come into control, while the Messrs. Matthews remain with the house on the directorate, though being well along in years, they will not take such an active part as formerly. The Matthews store will henceforth be a much more aggressive factor than ever in Brooklyn

merchandising, and the various departments have been changed about and greatly strengthened and improved. Some changes have also been made among the buyers.

Although the Greenhut building carries home furnishings and "house furnishings" and "The Big Store" everything else, Mr. Schmehl, decorator for the Greenhut-Siegel-Cooper Co., has introduced several stocks of the main building in the windows across the street, including pianos, linens, silverware—kindred lines—and once in a while groceries. Mr. Schmehl reports business as excellent compared with a year ago, a statement corroborated by the crowds through the house.

Another Brooklyn store where some good trims are being put in, is that of A. I. Namm & Son. The windows are in charge of Mr. Lindstrom, formerly assistant to Mr. Drucker, who retired some time ago. Since the Namm addition was completed, Mr. Lindstrom has been putting windows in regularly on Livingston street, in the rear, which is becoming quite a thoroughfare, as well as Fulton street.

Among the visitors to New York last month were Mr. Whittridge of the decorative staff of William Filene, Son & Co., Boston, and Mr. Boyce, decorator at Rosenbaum's, Pittsburg.

The recent dinner of the window trimmers of the Metropolitan district is still discussed with pleasure. Mr. Wendel, who presided at the dinner, and is a member of the committee who have made consideration plans for future social affairs of the fraternity, says that there is nothing as yet to say along that line. The dinner was such a success that it is safe to say there will be a repetition of it at the appropriate time.



Plate No. 7445. A Christmas Display by F. C. Manning, Aberdeen, Scotland.

This is a typical example of the manner in which the high-class stores of Scotland dress their windows. It will be noted that a great deal more merchandise is shown than would appear in an American window. In this window every bit of available space has been used and a considerable variety of merchandise has been shown.



Plate No. 7446. Holiday Display of Groceries by L. N. Johnson for J. B. Blood Co., Lynn, Mass.

The background of this display was of white bunting stretched smoothly over a screen. The letters and figures were cut from red paper and pasted on the cloth. Laurel was used for the decoration. The goods shown were all of the Heinze "57 Varieties" suitable for the Christmas dinner or gift basket.

Maternity Outfitting Department

ADENVER DEPARTMENT STORE has recently established what is advertised as a "Maternity Outfitting Department." This new department and its purpose is described in an announcement as follows:

"About the New Maternity Outfitting Department which this store has recently established on the third floor.

"Investigation has shown us that prospective mothers are often forced to go to various stores in quest of bandages, corsets and other maternity needs, and this new department is launched with the object of supplying all confinement necessities, maternity outfits, the needs of the baby and layettes.

"Every article designed to be used in maternity cases will be thoroughly sterilized before being hermetically sealed, and will be guaranteed to be aseptic.

"A woman skilled in the handling of such cases is in charge of this department, and we have prepared a sanitary white room strictly private, in which fittings may be made. Also, we will make appointments to go to any hospital or to the residence of any patient, upon request.

"For expectant mothers, a booklet has been prepared which contains an article by a Denver obstetrician, lists of things which should be in readiness for the coming of the new baby, and things for the mother's own comfort and care before, during and after child-birth. This booklet will be given free with the purchase of an outfit.

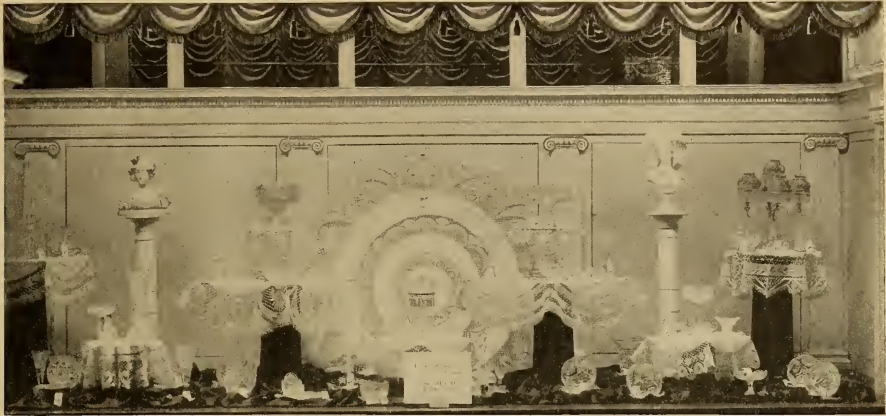


Plate No. 7447. A Display of Cut Glass by Harry Heim for Lipman Wolfe & Co., Portland, Ore.

Here is a display that was very simple and plain, but highly effective. The floor was covered with red plush puffed loosely. Seven pedestals supported glass shelves, which were

covered with cluny centerpieces. In the center, against the background, was an unusually large centerpiece of cluny. Two marble busts on pedestals added the finishing touch

SOME MERCHANTS hold to the belief that it is not necessary to decorate their windows for January sales. Of course there is little need of elaborate settings, but all merchandise needs more or less decoration. This is especially true of white goods. A few well selected flowers in a white goods window will add wonderfully to the apparent value of the merchandise.

THE COUNTRY MERCHANT has to contend with many problems, and one of the most important of these is practically overlooked in many communities. Good roads are vital to the business of any small town. The farmer must have an easy means of access to town. If he lacks this, it is reasonably certain that he will have recourse to the convenient parcel post and the mail-order house.



Plate No. 7448. An Interior Display by Fritz C. Kroken for P. I. Hale, Stoughton, Wis.

Here is a ledge treatment that serves to show a lot of goods. The framework was 6 feet high and the sections varied from 15 to 22 feet in length. The frame was first covered with muslin and then with crepe paper. At each upright

post was an arrangement of poppies and an ornamental shade that hung out about 12 inches in front, being suspended by a gilt chain. Electric lights were used along the rear of the framework to show up the goods.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

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"Harmon's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1902
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Official Organ of
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*In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

*Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

*When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

December, 1913

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Early Closing

IF THE PUBLIC does not do its Christmas shopping early, it certainly is through no fault of the advertising man who sits in a little cubby-hole somewhere up near the roof of every big department store. He is on the job with pertinent reminders of the approaching holiday season early in the fall. And as the weeks go by these reminders grow more and more persistent until no one can escape them. Still the spirit of procrastination prevails as it probably always will prevail, and the dilatory shopper as usual waits until the last mighty rush is on. "Only twenty-three more shopping days until Christmas," warns the ad-man, and the time dwindles away day by day until only two or three are left—then the belater buyer of gifts sallies forth. There will always be crowds of last-minute shoppers—some of them through carelessness and others through necessity of waiting for the last pay day—but it is reasonably fair to believe that the stores will never be relieved of the rush that comes with the last two or three days before Christmas. Still, conditions in this respect are much better than a few years ago. Women's clubs, the Consumers' League, the newspapers and the stores themselves have all played their parts in the general movement for early shopping. But the improvement comes slowly and the ad-man must keep hammering away to keep from losing the little ground he has gained.

In years gone by practically every store kept open nights during December. This custom is passing among the big department stores of the downtown districts in great cities, although it still prevails among the stores of the outlying districts. Every year sees more and more in the ranks of those that close at six o'clock. They take the stand that the clerks need the rest—that the long hours, night after night, leave the salespeople worn out and only half efficient the next day, even before the real work has commenced. On the other hand, the clerk who has had a good night's rest comes down fresh and bright and prepared to accomplish twice as much as the tired one.

But in many cases early closing is not always optional with the individual merchant. It is true that he may close if he wants to, but his competitors will keep open and much business will be lost to the store that is shut. Either all must close or none will. In such cases early closing can only be done by a matter of agreement, and agreements of this sort are generally difficult to secure. In case an agreement to the flat proposition cannot be obtained, a compromise may sometimes be accomplished. If the merchants will not consent to close their stores every night, they may agree upon certain nights. This was recently done in Buffalo, N. Y. For the first time in the history of Christmas shopping the retail stores are going to close at the regular time with the exception of five nights. All of the big stores—those that are members of the Retail Merchants' Association will be open in the

evening only from the 18th to the 23d, inclusive. They will not be open on Christmas eve. On the other hand, the members of the Buffalo association are making a strenuous campaign for early shopping to offset the night closing. Both in advertising and editorial columns of the Buffalo papers the public is urged to "come early and avoid the rush." It is to be hoped that the experiment may prove such a success that it will establish a precedent for other cities in which the same arrangement might be made.

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Red Cross Christmas Seals

ONE of the most practical and far reaching philanthropic movements that has ever been known has for its insignia the cheerful little "Red Cross Christmas Seal." This little red and green stamp is a universal emblem of sympathy, generosity, encouragement and good cheer which for the past six years has in the main supported the Anti-Tuberculosis Movement in the United States. The wonderful good that has been accomplished through the Christmas seals should appeal strongly to everyone.

In past years the retail stores have been a most efficient means of distributing the stamps. Broad



minded merchants have lent able assistance to a worthy cause by carrying the stamps in stock during the holidays. They are advertised by means of show cards and through the newspapers and this generosity on the part of the merchant has proved a most popular service to his customers, for every one is in sympathy with the Red Cross Christmas Seal movement, and most shoppers are glad to be reminded to use them. They cost but a penny apiece and all can afford to use at least a few of them on Christmas letters and parcels.

Nearly 40,000,000 of these stamps were sold in the United States last year and of these more than 2,000,000 were sold in Illinois. We recommend to all of the merchants who read this that they sell Red Cross Christmas Seals—and push them.

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MORE THAN FIVE HUNDRED entries were on exhibition at Wanamaker's Philadelphia store as a result of their tenth annual art students' competition. The exhibit attracted much attention from those interested in art.

A Correction

IN OUR NOVEMBER ISSUE in giving the names of the winners in our Annual Contest, it was announced that J. E. Winner of Galveston, Tex., had been awarded a special prize for his excellent work. We were correct in Mr. Winner's name but his address should have read El Paso, Tex., instead of Galveston.

§ §

SOME self-constituted "expert" has volunteered the information: "That there are but tow kinds of advertising—good and bad." In that statement there is about as much—or as little—truth as there is in most of the ready-made wisdom that is so freely proffered us in the form of smooth sounding axiom or proverb. Advertising ranges from very good to remarkably bad, but between the two extremes are degrees almost as numerous as the advertisers themselves. The trouble with the average "expert" is that he is committed to a few set rules by which he measures all advertising. That which corresponds with his ideas is good and the rest is not.

§ §

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1913 have been made as follows:

AL. HAGEN, St. Louis.
BERT CULTUS, Tacoma, Wash.
W. H. HINKS, Minneapolis, Minn.
J. O. BUCKWALTER, Pittsfield, Mass.
W. L. BLAYNEY, San Francisco.
E. M. McCARTNEY, Pittsburgh, Pa.
B. J. MILLWARD, St. Paul, Minn.
J. J. FARREN, Savannah, Ga.
TOM ALLAN, Douglas, Ariz.
CLARENCE M. HERR, Chicago.
WILLIAM F. OXENREITER, Pittsburgh.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

A Doll's Tea Party

SEVERAL HUNDRED little girls of Pittsburgh were entertained last month in the big tea room on the sixth floor of the store of Joseph Horne & Co. The room had been elaborately decorated by E. M. McCartney, the store window dresser, and cocoa and cakes were served by white-aproned maids with all the decorum of any fashionable afternoon tea. There were hundreds of grown folks present, but only as lookers-on and guardians, and the children were left free to enjoy themselves in their own way. Each little girl had been invited to bring along her dolly, and all were dressed in their gayest in honor of the important occasion. This even was in honor of the arrival in the toy department of a large ship-

places throughout the store. Salespeople talked about it to customers, and altogether it was pretty well advertised in advance. With the view of preserving order, five thousand tickets of admission to the party were printed—five hundred red, five hundred green, five hundred white, and so on. Each color had a different hour printed on it, and the guest was asked to present the ticket at the entrance to the tearoom at exactly the time stated. This enabled the maids to seat five hundred at a time at intervals of half an hour and the whole affair was handled without confusion. The tickets were given out in the toy department on the Saturday on which the party was held; those coming first were issued tickets to the first table and later arrivals to other tables in the order of their



THE DOLL'S TEA PARTY AT JOSEPH HORNE & CO.'S.

ment of dolls, which the children were invited to inspect. Many of the new dolls were displayed by being stationed, with the assistance of a doll stand, in the center of each table. Small china cups and saucers were used and were later presented to the little visitors as souvenirs. They were decorated with any figures of children and bore in gilt letters the names of the store as well as the occasion. The photograph gives a very good idea of the party in full blast.

The "Dolls' Tea Party" was advertised in the newspapers several days in advance. It was also given much preliminary publicity by means of large explanatory cards that were posted in prominent

coming. The room had been decorated handsomely in smilax and roses and the doll that served as a centerpiece for each table gave an added attractiveness for the children. There was music continuously throughout the afternoon. As each little girl left the room after having been served, she was presented with the souvenir cup and saucer in a neat package tied with a ribbon. Every little guest was treated with the courtesy that would be given the store's best customer, as it is hoped they may be some day.

Nothing extra was done in the toy department on this occasion, as the "Toy Opening" was several weeks later. The "Doll Party" was only intended as a sort of introduction, and as such was a great suc-



Plate No. 7449. Display of Handkerchiefs by E. D. Pierce for Sibley, Lindsay & Curr Co., Rochester, N. Y.

This is a display that is so simple and clear that no description is necessary. A large vase of orchids was placed at one

side and comprised the floral decorations. It was a handsome display.

cess. At the time of the formal "Toy Opening" all of the children of Pittsburgh, both boys and girls, were invited. In the toy department, which is in the basement, Mr. McCartney had built an Ice Palace, in which Santa Claus presided amid suitable surroundings and received the thousands of little visitors who gravely shook his hand. The Ice Palace was made from scenery and was 30 by 50 feet in size. There were two doors, an entrance and an exit, through which the children passed. Each little one was presented with a little gift. The girls were given a paper doll set, while each boy received a book. A similar plan was used by Mr. McCartney last year and at that time four elevators had to be used for children only, as the wide stairway became completely blocked. These occasions as conducted by the Horne store last but one day—then they get down to busi-

ness, and it is big business, too, the kind that results from this kind of advertising.

Like many other progressive stores, the Joseph Horne Company appreciated the immense importance of the children and the advantage of getting them attached to the store early in life. These entertainments are a considerable responsibility and require careful attention to the smallest details, but the pleasures of a child are usually out of all proportion to their causes, and the time and money spent by the store in entertaining them are calculated to form ties that will last for years. Not only do the children enjoy themselves, but their parents appreciate what is being done for them. Parties for children will become more and more general as merchants more fully realize their influence both in the present and the future.



Plate No. 7450. Special Display by L. G. Moore for Guggenheim-Cohn Co., Corpus Christi, Tex.

The lower part of this background represented a rough stone wall and above was a scenic painting of a winter landscape. The painting was made by A. B. Ashby, who is the

scenic artist for this store. At intervals along the back there were large pilasters with decorative tops. Two floral units and some flower boxes completed the setting.

HOLIDAY ATTRACTIONS

WHAT SOME OF THE BIG CHICAGO STORES ARE DOING TO ATTRACT THE EARLY CHRISTMAS SHOPPER—WILD INDIANS, FIERCE BEASTS AND MANY OTHER THINGS SPECTACULAR

THEY'RE AT IT AGAIN: Once more the advertising manager of the big Chicago stores has laid aside his sedate and formal English in favor of the ballyhoo of the side show spieler. Circus days are here and where once the floor walker wended his dignified way, the befeathered and blanketed Indian brave stalks solemnly. Where a week or two ago were stacks of merchandise are now wild jungles populated by ferocious beasts, or magic forests, or Indian villages. Some of the stores have Indians; some have animals, but all of those make a strenuous appeal to the popular trade have some spectacular attraction to draw the crowds. The advertisements that are reproduced here show what some of the stores are doing. On the fourth floor at the Fair is a camp of Winnebago Indians. There are twenty-three of them including braves, squaws, boys, girls and a papoose or two. They have suitable camp surroundings and are on exhibition from the opening until the closing of the store every day. The Fair also has a Santa Claus who shakes hands with and talks to the youngsters who call upon him.

At the Boston Store there is another camp of Indians in full regalia. There are thirteen or fourteen of them from the Potawatomi tribe and they give exhibitions of basket making and other aborig-

inal arts and crafts. The Indians at the Boston Store were only a transient attraction, however, and will have left by the first of December. The permanent holiday attraction at this store is the Magic Forest on the tenth floor. This is a wonderful creation as viewed by the youngsters and is equally interesting to many of their elders. The Magic Forest is filled with many of the properties of the old fashioned fairy tale. There are grottos, brooks, waterfalls, hills and dales. Then there are some immense trees inhabited by some of the good old fairy tale folk. In this enchanted spot may be found many of the heroes and heroines of Mother Goose and other ancient yarns.

At the big new store of Rothschild & Co., there is a "Trip Around the World" to entertain the children. This is a series of scenes and settings from all over the globe. The visitor moves quickly from one country to another amid scenes full of characteristic life and realism. In this store is also to be found a store conducted by polar bears. The child drops a quarter into a slot, whereupon a prize package appears mysteriously, apparently from a glowing Aurora Borealis in the far background, and is passed from one to another by six big, mechanical polar bears until it is given by the last bear to the boy or girl who has paid for it. There are separate coin slots for boys and girls so that all are assured of getting appropriate toys.

Siegel, Cooper & Co. again have their Tropical Jungle but it is carried out on a much larger scale than in previous years. A large part of the fourth

Siegel Cooper & Co's Great Christmas Attraction The Wonderful Zoological Gardens in Toytown



To-Morrow We Open A Remarkable Reproduction of **A Dense Tropical Jungle with Live Forest Animals in Their Native Trees and Caves**



*Children
This is the great-
est Christmas
attraction you
ever saw
It's all free*

Live Lions, Leopards, Panthers, Pumas, Mountain Lions, Hyenas, Baboons, Monkeys, Strange Forest Birds from All Over the World.

*Santa Claus is
Mayor of Toytown
and wants
to meet all the
boys and girls*

Santa Claus is mayor of Toytown and is in full charge of the Zoological Gardens. He will be on hand every day, beginning to-morrow, to meet the children and hear from their own lips just what they want for Christmas. Toytown, itself, is the most complete display of Toys, Dolls, Games, etc., in Chicago; while the young people are entertained by the Zoo, hundreds will enjoy themselves at the special values in Toys and Games.

Use the elevators, the escalators or the broad stairways to reach Toytown on the fourth floor.



All the Animals and Birds Are For Sale. Give a Live Pet for Christmas. Dogs, Pigeons, Guinea Pigs, Rabbits, Parrots, Canaries, Ferrets, etc., 65c & Up

Cigar Sale: 7th Floor
 Cuneola Cigar, 30 for \$1.49, 4 for 25c
 2c Cigar, 50 for \$1.49, 7 for 25c
 3 for 25c La Aurora, 10 for 35c
 Blandford, Tuxedo, Bandana
 Legendia Sherbet, 4 packages for 20c
 Now Boy, Mail Pouch, Tip Top
 40 Cigars, 12 packages for 65c

Rothschild & Company

"S & H" Green Stamps FREE with Every Purchase Second Floor Entrance to Ali "L" Trains.
 Entrances on State Street, Jackson Boulevard and Van Buren Street.

**First Store at Which
 Loop Trains Stop**

Incoming Metropolitan, Oak Park and Northwestern "M" trains discharge passengers at the Van Buren street station, where there is vestibule entrance to 2d floor of the store.



The Children, Welcomed by Santa Claus, Will See an Unexampled Display of Toys and Dolls and Enjoy Wholesome Entertainment

Of course the great new Rothschild Store would give no consideration to commonplace entertainment for the children. This "Trip Around the World" is full of life and go and realism. Leaving New York harbor and its wonderful marine scenes, one travels in Norway midst ice and snow; glues a big water mill in Germany; a windmill in Holland; large pagoda and jirikishas in Japan; in India the ruins of the temple of Buddha; in Egypt the historic pyramids, Port of Cairo, sphinx and mosque, finally reaching the western shore of the American continent one views the majestic Rockies, where trains run swiftly through the mountain passes and Indians in tepees keep their campfires burning brightly.

Interest in This Toy Wonderland Rivalled Only by the Values We Offer

Bring ALL the children to-morrow. Let them see Santa Claus, go on a "Trip Around the World," visit the Polar Bears' store, see the newest mechanical toys and have the most instructive and enjoyable day of their lives. You can buy toys and dolls at matchless prices.

<p>Very Beautiful Dolls, the large size, full jointed, fine papier mache body, bisque head, sleeping eyes, with lashes, handsome hand sewed side patch and extra special at 89c.</p> <p>Unmistakable Cuddler, Bisque cloth body, celluloid head, bisque eyes, and mouth, special Saturday, 35c.</p>	<p>Horse, with saddle and bridle, on platform having heavy wheels, 25c.</p> <p>Hess Friction Automobile, with starting crank, regular price 90c, here 25c Saturday at 25c. Painted Rubber Balls, 25c value, 15c.</p> <p>Baby Character Dolls with fine curved legs, papier mache bodies, faces exactly half their value 25c.</p> <p>Child's Automobile all steel running gear, heavy rubber tired wheels, starting crank, \$3.95.</p> <p>Child's Collapsible Go Cart, prices ranging to \$15.00, a special value for Saturday at 65c.</p> <p>Decorated China Tea Sets, 21 pieces, put up nicely in a Christmas box, to-morrow at 25c.</p>	<p>Bring the Boys and Girls to Buy A Prize Package in the Polar Bears' Store</p> <p>Six big mechanical Polar Bears in this unique Toy Store. The girl or boy who wants to buy a Prize Package simply drops a silver quarter (25c) into the bear's money box, and away back where the Aurora Borealis is shining the mysterious Prize Package drops out of the chute from the unknown Toy Store into the tray held by the first Polar Bear, who passes it to the next, and he in turn passes it to another bear, and so it goes, comes down the line to the last big bear, who gives it to the boy or girl who paid for it.</p> <p>You don't know what you are going to get until you open the parcel—that's the best part of the fun. But you are SURE to get a fine 25c Toy—for a girl, if a girl buys it—for a boy, if a boy buys it. See what good judgment the Polar Bears' Brothers use in the selection of the Prize Toys for the girls and boys.</p> <p>The Games—Both Old and New—Buddies, Windo Faw Up, Pocket Ball, Good Hunting (card game), Lotto, Red, White and Blue, International Automobile Game, Topsy Turvy, Toy Soldier and Battle Game, choice of the lot 25c.</p>	<p>Mechanical Balking Donkey, regular price 35c, 21c here Saturday at 21c.</p> <p>Handsome Dressed Dolls, jointed body, bisque head, sleeping eyes, curly wigs, fine assortment of handsome costumes, hats, shoes and stockings to match. Saturday's sale price 50c.</p> <p>Large Size Mechanical Train on track, engine, tender, coach, four sections of curved track, station and signal, less than half price for 49c.</p> <p>Child's Kin-dergarten chairs at 29c.</p> <p>Children's Folding Desk, with blackboard, prices ranging to \$1.95, a specially good value for Saturday at 95c.</p> <p>Genuine Irish Mail Hand Car, heavy rubber tired wheels, all steel running gear, priced at \$3.45.</p> <p>Shoo Flys, with two pretty dappled horses, at 59c.</p>	<p>Handsome Kid Body Dolls, jointed body, bisque eyes with lashes, bisque head, shoes and stockings to match, at 59c.</p>
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THIS AD WAS FOUR COLUMNS WIDE.

floor has been transformed into a wild jungle of the tropics. There are caves and grottos populated by ferocious beasts of many kinds. Then there are immense enclosures filled with many varieties of birds of brilliant plumage. This store does a considerable business in pet animals and all of this remarkable collection are for sale. The scenic effects in this exhibition are unusually good. As in the other stores, Santa Claus is much in evidence at Siegel, Cooper & Co.'s. He is made the cheerful recipient of many confidences as to the nature of the toys hoped for by the many youngsters who visit his headquarters.

Many of the big stores that in former years held spectacular shows for children at Christmas time have given up the custom as not worth the trouble and expense. Instead of elaborate spectacles, tableaux or similar entertainments, they make the toys themselves the main exhibit. These are shown as attractively as possible. Some of the mechanical toys are put in operation and others are demonstrated, but there is no circus or other performance to detract

attention and interest from the toys that are to be sold.

Of course, it is understood that the spectacular performances are intended to attract people not only to the toy department but to boost sales all over the store, and they probably have that effect, but the toys themselves can be made to draw crowds if they are well advertised. As an example, here is a recent advertisement of Wanamaker's in which toy clowns and other toys were exploited. The ad was set in display type that has not been reproduced here—

"And Here We Are Again!"

Said the Funny Old Clown in the Circus.

And any little boy or girl can tell you that there never was a circus worth a cent without a clown—a comical old fellow, grinning and clucking and hopping around the ring, and saying the cleverest things.

Any little boy or girl can tell you that just as sure as Christmas is coming there ought to be loads and loads of bright new toys ready in plenty of time.

"So Here We Are Again" with the clowns and all the rest of the funny people in the *Wanamaker Toy World*. Every-

MUSIC BOOK SALE Most Popular Home Songs.....10c Songs for All Occasions.....10c New Moving Picture Melodies.....10c Modern Rag Music.....10c New Dance Songs.....10c Popular Dance Songs.....10c Father Goose Songs.....10c Lullaby Compositions.....10c Songs from Most Popular Operas.....10c Most Popular Selections, Grand Operas.....10c Most Popular Violin Pieces.....10c Most Popular Songs Without Words.....10c Most Popular Vocal Songs.....10c Second Floor	ESTABLISHED 1875 BY E. J. LEHMANN <h1 style="margin: 0;">THE FAIR</h1> <p style="margin: 0;"><i>The Store of To-Day and To-Morrow</i></p> <p style="margin: 0;">STATE, ADAMS AND DEARBORN STREETS PHONE PRIVATE EXCHANGE 3</p>	SHEET MUSIC, 10c Ten March Mairies.....10c Dream Days.....10c Only a Broken Toy.....10c Flow On, Silver Tarnished.....10c Sunshine and Snow.....10c Heartland.....10c Why Do You Hang Around.....10c International.....10c How Long Have You Been Married.....10c Off in the Heart of Maryland.....10c I'll Change Shadows to Sunshine.....10c When You Get to the Valley.....10c Second Floor
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OPENING

Chicago's Greatest Toy & Doll Bazaar

Make the children happy by bringing them to The Fair to-morrow. Here they will see a toy wonderland. Here they will see toys of every kind, from all the leading toy centers of the world. Here they will see dolls that defy description. Fourth Floor

Here Are Some Introductory Bargains for To-Morrow

 Full length satin dress green and gold size 10.....95c	 Best No. 1 industrial only with wonderful, tender and two cars. 98c has top plates of steel.....98c	 10c horse on platform.....42c	 10c Shanty, painted in colors.....39c	 2.99 dolls resemble in life best at.....1.98	 2.99 dolls resemble in life best at.....1.98
 10c baby's bed chest.....69c	 10c baby's bed chest.....69c	 10c baby's bed chest.....69c	 10c baby's bed chest.....69c	 10c baby's bed chest.....69c	 10c baby's bed chest.....69c

ADVERTISING THE FAIR'S TOY SECTION.

thing set up and going today; all the green decorations hung about and red and green lights twinkling and winking in them.

Thousands and thousands of dolls and games and railroad trains—and trolleys and blocks and houses—and fishes and whales that duck and dive—and monkeys that climb, and an ostrich that goes on wheels and lets you ride on him—and soldiers and sailors and ships—and dogs and rabbits and carts and carriages and velocipedes—oh, such a world of things! It's the biggest and best toy world that ever was—33,000 square feet of floor space, forty-eight passenger elevators going up, lots and lots of bright and cheery salespeople to answer the children's questions and help pick out the things the parents decide on.

Bring the children today and let them see it. We have plenty of room and the welcome is big and hearty.

Here is another. This one is from Chamberlin-Johnson-DuBose Co., Atlanta. It also was set in display type and each sentence was in a line by itself—
Clang! Clang! Honk! Honk! Toot! Toot!

Toy Town Is a-Bustle

"All off for Toy Town!" We have just pulled in at the Terminal Station-ette. The train we came on was run by electricity. It arrived in time. The porter-ette has taken our bags. The bagman-ette is putting our trunks in the truck. Now let's see the city! An automobile is waiting. The chauffeur cranks up the limousine and away we go. That's a fine skyscraper-ette that looms before us. And what a busy factory-ette, with its whirling wheels and deafening trip hammers. There are big crowds on the street! Wonder what the attraction can be! Ah! A circus parade! See the big elephants, the camels, the funny monkeys, the bears, the lions, the horseback riders and the clowns. Were there ever such funny fellows? And the acrobats! The little Dutch boy and

girl do not know what to make of it all; they are not laughing like the other little doll boys and girls. *Clang! Clang!* A fire! There go the hose wagon and hook and ladder; here comes the puffing engine! What a bustling, busy city is Toy Town. Plenty of Atlanta spirit here. It is all in the Toy Store of a new standard that has just been opened in the Bazaar. We warrant the grown-ups will have about as much fun out of it as the kiddies.

The two foregoing advertisements, set in big type and with appropriate pictures to catch the attention would unquestionably interest everyone who is interested in children—and who is not? Stores generally are turning more to this sort of advertising instead of big spectacles inside the store. The latter certainly draw crowds—but they also monopolize the attention of the crowds that come.

* *

ON THE OCCASION of a recent anniversary of the new Macy store in New York, an interesting relic was shown in the arcade. It was the old sign that was first used on the little Macy store when it was opened by R. H. Macy in 1858.

* *

LOCAL ASSOCIATIONS of merchants in big cities are becoming more numerous every year and these organizations are accomplishing much in the way of building business for their members. There is nothing like getting together. It's teamwork that counts.

More About Bargains

IN PAST ISSUES we have had a good deal to say as to the over-use of the word "Bargain." This word has been worked to death in retail advertising and the general public has grown to look upon it as a mild but somewhat tiresome jest of the average advertisers. It is true that every store occasionally has bargains to offer but no store can live upon bargains alone. Nevertheless, "great reductions," "remarkable values," "manufacturer's sacrifice" and dozens of similar variations of the word "bargain" are the rule rather than the exception in retail advertising. To the wise buyer, and most of the readers of advertisements have considerable wisdom in the matter of values, these claims are accepted for just what they are worth. Sensible persons know that no store can sell merchandise habitually for less than its real value and they are well satisfied to pay for an article what it is worth. On this subject, Chamberlin-Johnson-DuBose Co. of Atlanta, Ga., recently printed an advertisement that is worth reading. Here it is:

We Drive a Nail and Hang a Fact on It

We are just entering the busiest season of the whole year—which is another way of saying, that the time of the year has come when the good people in and about Atlanta are going to spend large sums for their own furnishings and for their homes, larger perhaps than in many years.

It is well to stop a moment and consider how and where YOU are going to spend YOUR money.

The finances of the country are in a healthy condition. In this section of the south they are "looking up" very high.

This means that manufacturers are taxed to meet the great demands of a great nation able and out to buy whatever it wants.

Right merchandise is hard to get at right prices.

It is the old principle of supply and demand still working away as old principles have a habit of doing.

For we do not think any one will deny that these are the present day conditions.

And when conditions are such, then are merchants put to test.

This is the sharp pointed nail that is easy to drive.

And yet we hear much right now about bargains, about tremendous savings, about cut prices, about great sales.

How is it possible?

Here we are working away with a vengeance, striving with all the means that this long established organization has acquired, to gather into our store merchandise that measures up to our standard of what it ought to be for the price.

It is taking all our time, all our energy, all our ingenuity to find such merchandise.

And the markets of the world are open to us.

And we have never yet failed to prove to Atlanta that we were alive to every opportunity that presented itself.

And we are rather happily reputed for giving genuine bargains in our sales which come just as often as we can work them out truthfully and genuinely—but no oftener.

Now, let's hang up a fact.

We will not be tempted in this sudden rush of busy-ness to forget the principles that underlie the Chamberlin-Johnson-DuBose Co. way of doing things. As long as our efforts are centered on getting worthy merchandise for a fair price, we will not claim that we can sell worthy merchandise under price.

But we do say that we have succeeded most admirably

this season in putting several huge and solid stones in the structure of public confidence that we have been building up here in Atlanta these many, many years. We have gathered stocks that we are proud of, friend-making stocks, that stand the one hundred cents to the dollar test. And it is in this spirit that we invite you to our store; invite you to make comparisons, to use your own judgment, to decide for yourself whether these one hundred cents to the dollar values are or are not better than the hundred twenty-five cents to the dollar "bargains" that you have spread before you so boldly.

We are full of confidence—it is an effect. We have been put to the test, we have succeeded, succeeded this season better than we ever have (the shades of many fine years pass before us as we write). It is rather remarkable what a good strong fight will accomplish.

And now let your good judgment come in to guide you in your purchases.

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WASHINGTON, D. C., MERCHANTS have hit upon a scheme that they believe will help the "Shop Early" movement. An order has been placed with a local firm to make 500 big banners with the words "Shop Early for Christmas." These banners are to be distributed to the members of the association and one will be placed on each side of every delivery wagon. This plan should at least give a lot of publicity to the slogan.



The Toys Are Here!

For weeks, children whose ears are quick might have caught on the wind the faint, muffled tread of the mighty army of Toys gathering here from the four quarters of the world.

Swaying elephants and nimble monkeys from the jungle, leaping camels from the desert, little brown folk from Japan, sturdy sons and daughters of Russia, Germany, England, France, Austria and our own land, besides countless new, strange and wonderful things from every country where Toys are made—all, all are gathered here for children to enjoy to their heart's happiness.

No children the round world over have such a display spread before them as those who visit our Eighth Floor Toy Section. The Toys are here. The Children are welcome.

MARSHALL FIELD & COMPANY

Merry Christmas

IT IS A CUSTOM with many stores to print at Christmas some sort of announcement wishing the public "A Merry Christmas." A modest space is generally used for this purpose and the message may be anything of a character suitable to the holidays. The following is a message from the Loeser store of Brooklyn, that has the proper spirit:

Merry Christmas

Now, as we come to the edge of Christmas, let us say just a word that is not at all an advertisement.

In one day more we shall have completed the greatest Christmas business in our history; a business vastly greater than even we had hoped to reach.

Today we look back over the past weeks, not without a feeling of special pleasure that our Brooklyn public should have shown so marked a preference for this Store.

We who make up the Store's organization cannot but feel that it is no small thing to possess in such large measure the confidence and generous good-will of this community. In the past weeks we have all of us tried to show appreciation of this confidence by the sort of good service and helpfulness which old friends expect—yes, by even a little better service than anyone expected from a store that had as much to do as we have had to do during this period.

To our own store folks who have done so nobly and labored so cheerfully and earnestly in the strain of the Christmas rush, the Holiday will bring a sense of something well done that was well worth the doing.

To our Public who have done so much in appreciation of our storekeeping and service, we feel that to pay what we owe will keep us busy pushing this Store even further along the road of progress.

As the Christmas milestone passes we take a new grip of things and make a promise that 1913 shall provide a measure of service and usefulness still greater and better than in the past.

One more busy day and the Christmas work will be over. Ready for that day's service and then—to our own store people no less than to our generous public—A VERY MERRY CHRISTMAS.

AND NOW WINDOW DISPLAY is being used to fight the liquor interests. Recently a local branch of the W. C. T. U. in Anaheim, Cal., made a comparative display in the window of a prominent millinery store. On one side of the window was placed \$25 worth of liquor—twenty-four bottles. On the other was arranged \$25 worth of groceries. The latter consisted of a 100-pound sack of flour, bacon, beans, cookies, lard, coffee and many other groceries too numerous to mention—in fact they almost filled half of a good sized window. A sign groceries too numerous to mention—in fact they read "Which do you want to spend your money for—this, or this." When you want to reach the public, use the show window—it is the most direct and efficient medium in existence.

§ §

AS AN ATTRACTION for children, Wana-maker's store set up an extension station of their "Wireless" in the toy department. The station was in operation much of the time and proved a source of much interest. Amateur wireless outfits were offered for sale in the Toy Store.

§ §

HUGH LYONS & COMPANY of Lansing, Mich., are now represented in the State of Ohio by Mr. C. B. Meyer, who for some time was connected with this firm's Chicago office. Mr. Meyer's present Ohio territory was formerly in charge of Mr. B. R. Small, who resigned.



Plate No. 7451. A Very Good Display of Men's Evening Wear Accessories by Harry Heim for Lipman Wolfe & Co., Portland, Ore.

This background is semi-permanent, the panels being of light gray felt. In the middle panel was hung an ornamental mirror. Near the middle of the window was placed a marble pedestal surmounted by a bronze electrolier. Gray felt was

used for a floor covering and the same material was used to cover the low pedestals. All of the accessories to formal and informal evening dress were shown, even to dance programs. This made a highly pleasing display.

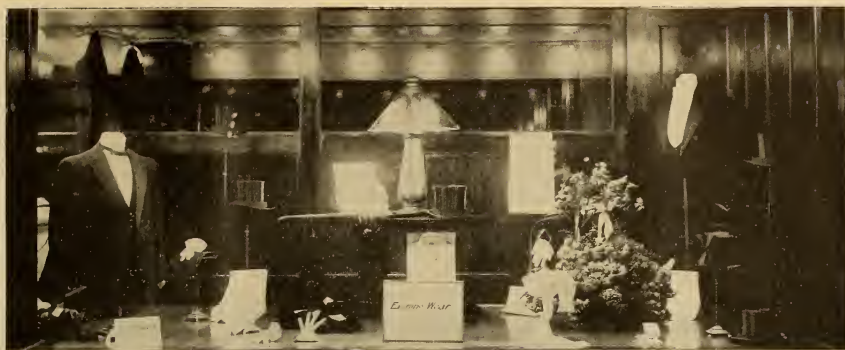


Plate No. 7452. Display of Men's Evening Wear by R. W. McKnight for Fit-Rite Clothing Parlor, Victoria, B. C.

This was an excellent display, but owing to the dark merchandise some of the details cannot be made out clearly in the picture. A tuxedo coat and vest were shown on a form

at one side and on the other was a full dress coat and outfit. Several top hats, vests, gloves and other evening dress accessories were shown.

A Remarkable Success

The fruits of using the right medium for advertising is being thoroughly enjoyed by the Harrisburg Wax Figure Renovating Company, Harrisburg, Pa. For years this concern used only the mailing method to market their remarkable product for cleaning and retouching wax figures.

Their advertisement which has appeared in the Merchants Record and Show Window during the past year has wrought wonderful changes to their business.

Instead of their former method of marketing their product, this concern is now using The Merchants Record and Show Window exclusively, having increased their business over 500 per cent during the past year.

That this concern is marketing a practical working outfit for cleaning and retouching wax figures is readily shown by the tremendous gain in business over last year, and the desire

of merchants to obtain an article to renovate their wax figures, thus reducing the cost of keeping figures clean at all times of the year.

The handsome catalog issued by this concern is free for the asking.

§ §

TO RELIEVE the overworked delivery department during the last few days before Christmas, a few signs about the store requesting customers to carry small parcels, will help a good deal. Most people are good natured at Christmas time and are willing to do a small favor like this.



Plate No. 7453. A Display of Embroideries by

J. M. W. Yost for Penn Traffic Co., Johnstown,

The background of this window was royal blue velour and the floor was covered with light blue felt. Two small vases

of flowers were placed on the floor. This display shows a vast difference from the usual manner

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS. WORK THEM OVER TO SUIT YOURSELF

Now Is the Time When a Man's Overcoat Becomes His Closest Friend—What Qualities Do You Want in Your Friends? Please note that when we sell you an overcoat we won't ask you to wear it only in good weather. We don't believe in fair weather friendships. Wear our overcoats whenever the best and sturdiest overcoats in the world can go—for they are garments to be depended on. Our stock of overcoats is fresh and ample—fresh with the freshness of a running stream that has no time to stagnate, and ample for all the needs of men who will not tolerate anything questionable in their clothing, while clothing of unquestionable merit can be had for reasonable prices. The same freshness, newness and plentifulness marks our stocks of men's Winter suits, and well it might, for fast as suits go out, others equally good come to replace them. Motion is the law of life in merchandise, and things in this Clothing Store are surely moving.

Who Knows How a Boy Feels About His Overcoat? He has his own ideas—make no mistake about that and his reasons, too. For boys are arch-conventionalist and the clothes-criticisms made at school are ruthless. Your son knows. Why not bring him along and let him pick his own at Wanamaker's? He can make no mistake here. No fear of his getting an overcoat of dubious style or faulty fabric out of this stock. Here are handsome coats of chinchilla in various shades and fancy mixed goods in blues, grays, browns and black-and-white. With belted backs and convertible collars.

Have You Noticed How Many Young Men Are Wearing Tan Shoes? They like the spirit of them—and there does seem a little more life about a tan shoe than a black one. In our collection of men's tan shoes there are some exceedingly smart lasts in both straight lace and Blucher styles, though the former is the more fashionable. Some splendid heavy shoes for men who want them. \$4 to \$8.

This Is the Men's Clothing Store of Unequaled Variety. When you find a store that carries apparel from either Hart-Schaffner & Marx or the Stein-Bloch Co., you may rest assured that the selection in that store is unusually varied in style, fabric and price. This Store not only carries clothing from both Hart-Schaffner & Marx and the Stein-Bloch Co.—a variety remarkably complete in itself, but in addition men can find here, the choicest Suits and Overcoats from the best Philadelphia and Baltimore manufacturers. Practically every style and fabric, of fashions latest approval is here. Just the kind of a suit or overcoat you desire is here waiting for you. Let us introduce to you today, these—

Know Why a Man's Waistcoat Is Open at the Top? It is because linen was at one time so costly that a man who had a linen shirt wanted other people to know it. It proved he was a man of some consequence. Wanamaker custom shirts are worn by men of consequence. Not for "show off," but because Wanamaker custom shirts give a sense of fashion security, and they are the shirts that fit exactly. Pick the designs you like; we can show you exclusive fabrics, \$2 to \$20.

The Man Who Wants a \$40 Custom-Tailored Suit Can Have It for \$30. From an overstocked woolen house which supplies many of the finest shops in the country we have purchased a surplus of beautiful worsteds, finished and unfinished, which we are tailoring to measure for \$30 a suit. Neither here nor in any of the better class tailor shops are the same goods regularly tailored to measure for less than \$40 to \$45. The colors are blue, brown and gray, and the patterns invariably neat and tasteful.

We Found Some Clever Long Plumes And Made Up Hats To Sell at \$9.50. Plume-trimmed hats such as these are not easy to find at low figures—these could never have been here at a price anywhere near \$9.50 except for the fact that we found an overlot of plumes in the market and made up the hats to wear them! Smart shapes in black and colored velvet, plush and silk beaver. The feathers are in black, white and fashionable shades.

A Wonderful Assortment of Women's Suits at \$25.00. A most unusual collection of Women's Winter Suits in the newest and smartest cutaway and semi-boussé models at this popular price. Here is a newly arrived model in a variety of novelty cloths, including the beautiful, soft striped boucles and novelty poplins. The coat is in a new kimono effect—new waist and yoke lines, slight fullness in back; handsome vest of plain velvet to match collar and large buttons and fancy ornaments; others have vest in Oriental colorings, distinguished in quality as well as style—and you might guess the price to be \$35.00. Many other styles, equally handsome and equally great value, in our famous line of \$25.00 Suits.

Fur Cloths Are Many and Very Fashionable. You can choose almost any of your favorite short-haired furs and find it here reproduced in cloth and ready to be made up into the most luxurious looking women's and children's coats, fur sets, smart hats and all the varieties of trimmings that are being so much worn now.

Thousands of Christmas Handkerchiefs. The Handkerchief Store extends greetings, and announces its readiness to meet all the demands of the early holiday shoppers. Thousands of styles, tens of thousands of Handkerchiefs, and many special values which may not be duplicated in kind for some time, constitute three good reasons why today should be one of extraordinary activity in the Handkerchief Store. Moreover, this Store has decided advantages over others, not only in selection, but in prices as well, because—*FIRST*—We place our orders direct with the manufacturers, thereby having a greater number of, and the newest styles, from which to select. *SECOND*—Buying in immense quantities for both our wholesale and retail Stores brings us and consequently our customers, better values:

More and More "Junior Girl" Suits at \$13.50 and \$15. Skirts are not quite so long as the young women's; jackets are cut on lines suitable to younger girls. We had them made over our own careful studied patterns—hence their good fit. In roughish materials, diagonals, chevrons in mahogany, dark browns, blues and other hues; they are made in simple attractive styles, sometimes with Norfolk jackets, sometimes with straight coats.

Striking Values in Millinery—Economy Hand-in-Hand With Style. It is unusual, to say the least, to have an opportunity present itself for savings of so remarkable a nature at the very height of the Millinery season. It is due to the unprecedented early-season activity here, which resulted in odd lots, broken lines and some special lots from manufacturers who recognize this Store as Philadelphia's best outlet for Millinery of quality. Let prices be your best reason for coming early:

What You'll Find in Trimmed Millinery Between \$10 and \$18. Many features that you'll not find elsewhere in Trimmed Hats at much higher prices. Copies of imported Hats, many of them; with the new collared and crushable crowns, and many with those long, slanting lines from right to left. All of plush, velvet or velour, many in black and a goodly number in suit and costume shades, with all that is new in plumage, with the most picturesque ribbon arrangements, with touches of the ultra-fashionable Fur, and with a host of individual touches that can come only through the hands of expert milliners.

Hats for Women Who Wear Black. Just now there are some very attractive hats in uncut velvet which is having quite a vogue this season. Other hats are of taffeta or the fashionable faille silk. While fancy feathers are much used for trimming, there is, too, a great liking for fur trimmings and you will see lynx and other black furs used for the purpose. In the collection find also small hats for general wear, round sailors for young girls and hats for older women.

Furs Are Needed Now, and the great Sale which started yesterday morning is timed most happily to the need. We shall have Fur weather nearly every day now, but this is the very beginning of the season, and hosts of women will be eager to take advantage of these savings. The Furs for this occasion are all perfectly fresh, made for this season, of soft, pliable, beautifully finished pelts, in the newest styles, and GUARANTEED to be exactly as represented, as regards kind of quality of Fur as well as value. These are special lots—a large but not unlimited quantity—for which orders were placed long in advance of actual needs. *NOW IS THE TIME TO BUY:*

If One Can't Have a Fur Coat a very good substitute—in one of these warm, rich-looking coats of astrakhan cloth with

8 Years Promotion in 8 Weeks

Are you going to plod along for years in your present work or are you ambitious enough to take a four or eight weeks' course in Window Trimming, Advertising and Card Writing that will make you an *Expert* and at the same time greatly increase your salary?

The great Success of the over 4000 graduates of the Koester School is *proof* to you that you too should prepare yourself to meet success half way. Success does not come to the plodder.

Decide Now to Earn More in 1914



FIVE MEN in ONE

Mr. C. H. Brown, at first a Clerk, then Card Writer, then Window Trimmer, then Advertising Man and now Store Manager

The Koester School Helps You to Be an Expert in All Five Steps



Advertising, by C. H. Brown



Corset window by C. H. Brown, for W. H. Zinn Co., Lafayette, Ind.

Mr. Brown Says:—

"The most helpful influence of my career I can attribute to the Koester School. Not only the thorough instruction but the help that they continue to give me whenever I ask for it makes this institution unique.

I find that my experience in Trimming Windows, Writing Show Cards and getting out the Advertising is just the foundation I need in holding down the position of manager.

I believe a store manager without actual experience in these lines can well afford to spend some time at The Koester School in order to familiarize himself on what ought to be done in this work in his own store.

It is my belief that The Koester School is the greatest Mercantile Training School in the country.

Yours truly,
C. H. BROWN,
Lafayette, Ind.

Increase Your Efficiency "5 times" by
Attending The Koester School

January Classes

will contain everything that is new and have been so revised that every minute of time is used to advantage. By a new system we are able to give you much more instruction in a given time.

The Tango Drape

is only one of the many new 1914 drapes that will be taught for Spring.

Interchangeable Backgrounds

are another one of the new things designed and taught only by the Koester School.

Hundreds of New Ideas

have been added to all classes covering Window Trimming, Advertising and Card Writing.

Fill out this Coupon and get full information

The Koester School
304-6-8 Jackson Blvd., Chicago

Use This
Coupon

The Koester School,

304-6-8 Jackson Blvd., Chicago

Messrs.—Please send me full information on the following:

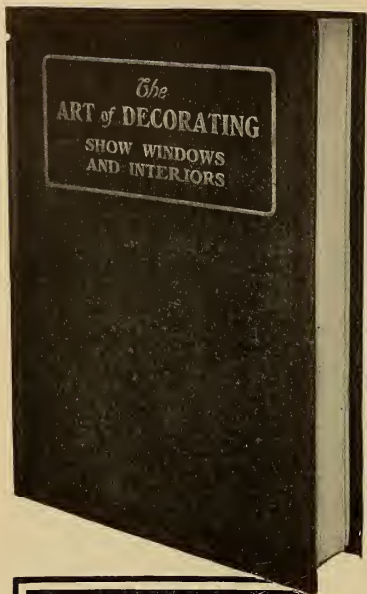
- ☐ Window Trimming Classes
- ☐ Advertising Classes
- ☐ Card Writing Classes
- ☐ Books on Window Trimming
- ☐ Books on Advertising
- ☐ Books on Card Writing
- ☐ Other Store Books

Yours truly,

Name

City

State



Here Are a Few of the Subjects Treated in Connection With Holiday Displays

Holiday Backgrounds—Making Tissue Paper Bells and Flowers—How to Make an Illuminated Holiday Sign—How to Make Motors for Christmas Displays—Electrical Work for Holiday Windows—How to Make an Illuminated Electric Fountain—A Mechanical Ship—Windmill—Folding Star—Folding Fan—Butterfly—Revolving Lighthouse—How to Make Illusion Windows and Other Crowd Getters—Linen Decorations—Handkerchief Folds and Displays—How to Color Electric Lamps for a Few Cents—How to Make Icicles—How to Display Toys and Other Christmas Goods—Mechanical Christmas Trims—Imitation Snow Storms—How to Make a Turkey of Linens—Interior Holiday Displays—Hundreds of other Suggestions.

Holiday Displays

Any live window dresser needs the "Art of Decorating" every day in the year, but at Christmas he has to have it.

It Contains Hundreds of up-to-date Suggestions For Christmas Displays Covering Every Line of Merchandise

There are photographs and drawings of most all the notable holiday displays that have been put in by the best window dressers in the country. They vary from the most elaborate to the simplest trims. They are suited for every kind of a store—big or little.

No matter what kind of a store you are working for, you will find plans in this book just suited to your wants.

No matter whether you want to spend \$10 or \$1,000 for your display, you will find in

"The Art of Decorating"

Plans for getting the best possible results for the money expended.

This book contains the combined ideas and experience of all the leading decorators of America. It treats of window dressing from A to Z, and is as useful to the experienced window trimmer as to the beginner.

410 Pages, 618 Illustrations

Showing the very best window dressing work that has been reproduced in this country. Hundreds of drawings and diagrams with full working descriptions.

The Only Complete Work on mercantile decoration published. This is the fourth edition and is entirely revised and up-to-date. Bound in cloth (size 8x11) and handsomely lettered in gold leaf. This book is of great value to experienced decorators, and certainly indispensable to beginners in the art. Shipped anywhere upon receipt of \$3.50, charges prepaid.

Special Combination Offer

For \$5.00 (foreign countries \$6.00) sent us we will ship prepaid, a copy of this popular book and will give you a receipt for one year's paid subscription to *Merchants Record and Show Window*. No matter when your subscription is paid, we will advance same one year from date. Take advantage of this liberal offer at once.

The Merchants Record Co. 431 So. Dearborn St.
Publishers Chicago, Ill.

self trimmed or caracal cloth collars, revers and cuffs. The collar can be rolled up closely to the throat and the coats are lined throughout with guaranteed satin. Useful for both daylight wear and informal evening functions. Price, \$20.

Shapely Long Gloves. This Store is headquarters for Mousquetaire Gloves of the better kinds—Gloves which are made of soft, pliable leathers, and fit the hand and arm almost without a wrinkle. Buying direct from the best makers in Europe and America, gives us many advantages in price and in the selection of best grades:

Silk Kimonos From the Flowery Kingdom. Japan is written all over them, from the silks, beautifully shaded and colored, to the hand-embroidery and the charming mandarin style in which they are made. These are priced from \$12.00 up to \$50.00 for Kimonos of extreme elaboration in embroidery.

Time of Year to Buy Dresses for Baby Girls. Proof? Plenty of it in these piles of wee and snowy frocks. Some of them tiny things for babies from 6 months to 2 years old, in a number of charming styles, from 50c to \$1. Some of them for older children from 2 to 4 years, in cunning high-waisted effect at prices from \$1.25 to \$3.50. Among the latter are many artistic designs, some unusually pretty embroidery, and frequent touches of ribbon—indeed they are quite nice enough for party wear.

Luxury in Our Evening Wraps. Luxuriousness in material marks our Evening Wraps, harmonizing with the riot of color which is so strong a tendency this season. Brocades are in great favor, closely followed by plush. Furs constitute one of the foremost trimmings, either as bands or large collars, or in the use of the entire animals. The linings are rich in colorings, toned to the color of the material or in vivid contrast. Imported Wraps, and exclusive reproductions of the choicest models, range from \$60.00 to \$300.00.

This Season's Fancy Turns to Black Velveteens. Something there is about them of quiet elegance that especially appeals to the majority of women. But besides the many blacks in both velveteens and corduroys there is a quite satisfying number of exquisite new colors, that are very fashionable for suits, gowns, wraps, skirts and children's coats. All are fast colors.

Sale of Women's New Suits An Occasion Without Precedent. The news of its values, its magnitude and its exceptional variety, is spreading. Women who hadn't thought of buying suits, are adding extra ones to their wardrobes—those with Suit needs are delighted with this great opportunity for economizing on fresh, new Suits. Many are advance spring models. Saleswomen are busy from morn till night helping the hosts of women to select the Suits best suited to their needs. It's a great commercial event—an unprecedented occasion for saving.

New Plume Trimmed Millinery at \$8 and \$9.50. Just out of our own workrooms—and that certainly means that you won't find any other hats quite so daintily trimmed at prices so small. The shapes are quite new, of black velvet, plush and silk beaver. The feathers are long and curly, and in pretty rose, brown, blue and tan shades as well as black and white, and sometimes there is one, sometimes two plumes on a hat.

Some Women Can Hardly Believe These Hats Are \$3. "They must be \$5 at least," they insist; and in some respects they are right. They are \$5 hats as regards their good style and trimmings, but we have chosen to sell them for \$3. Nearly all are black velvet in the becoming medium-sized shapes and with slightly full crowns and gather or turned up brims. Trimmings are prettily colored or white fancy feathers and ribbons.

Garnitures and Ornaments 15c to 85c. They are the pretty little braid and fancy trimming designs which are so much in demand this season for trimming blouses, frocks and wraps. Having quite a number of odd ones, we have taken the whole collection and marked them at quite interesting prices. Some are in all black, some in black with color, and many in different colors. They are very good looking and may be used very effectively.

If You Want Just a Little Piece of Ribbon—that is comparatively little—a length long for a hair ribbon, or a hat bow, or a sash, or fancy work, this advertisement is to tell you of certain short lengths, good remnants, of all our good ribbons. Jacquards, warp prints, satin taffetas, plain taffetas and other ribbons are included and there are plenty of good colors. Prices are a third less and some-times half off.



"It Would Be Hard to Replace Them Because They Have Special Training"

When the employer cuts down the pay roll it is the untrained men that go. Untrained men are easy to get at any time. But the employer keeps the trained men as long as possible, as he knows it will be difficult to replace them. His finger will sooner or later go down the pay-roll list on which your name appears. Are you one of the men whom he would like to hold? If you are not, I.C.S. training will keep you on the pay roll.

It makes no difference where you live, under what conditions you work, the I.C.S. will bring to you in your spare time, at small cost, the kind of training that the employer values—the training that will qualify you for a more congenial position—the training that means advancement and a larger salary.

Keep These Men

You can get this training. Simply mark an X in the coupon opposite the name of the Course in which you are interested, write your name and address, and send it to us. We will tell you how thousands of men who were situated just as you are have risen to positions of trust and responsibility through I.C.S. training. We have trained thousands and can train you. Make the employer say "Keep This Man" when he reaches your name. It will cost you only a two-cent stamp to find how out it can be done.

Mark and Mail the Coupon TODAY

International Correspondence Schools

Box 829, Scranton, Pa.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position, trade, or profession before which I have marked X.

<input type="checkbox"/> Advertising	<input type="checkbox"/> General Illustrating
<input type="checkbox"/> Window Trimming	<input type="checkbox"/> Commercial Illustrating
<input type="checkbox"/> Show-Card Writing	<input type="checkbox"/> Sign Painting
<input type="checkbox"/> Salesmanship	<input type="checkbox"/> Ornamental Designing
<input type="checkbox"/> Commercial Law	<input type="checkbox"/> Textile Manufacturing
<input type="checkbox"/> Bookkeeping	<input type="checkbox"/> Teaching
<input type="checkbox"/> Stenography	<input type="checkbox"/> Civil Service Exams.
<input type="checkbox"/> Banking	<input type="checkbox"/> Chemistry
<input type="checkbox"/> Commercial English	<input type="checkbox"/> Automobile Running
<input type="checkbox"/> English Branches	<input type="checkbox"/> Agriculture

Name

Street and No.

City State

DRAPING

FINISHED FORM DRAPING is taught only at the Economist Training School.

This is the only school that makes a specialty of instruction in finished form draping. The progressive merchant of today wants display managers who are capable of draping a form to represent the new style tendencies. That is where the Economist Training School gives you a distinct and decided advantage. We purchase and show each season in our own show-rooms, thousands of dollars worth of imported gowns.

Our students have the full advantage of these style events, and our instructors originate new finished form drapes from these models. There should be no system or set rule for the proper draping of fabrics over up-to-date draping forms, in order to be correct the drapes must change each season to conform with style tendencies.

Our instructors not only change the drapes, but often originate new forms in order to display the merchandise to the best style advantage.

Following are a few of the many forms which were originated at the Economist Training School: De Milo, Modified De Milo, Futurist Draping Stand, Prismatic Draping Stand, New Three-quarter Shirt Stand, New Half Shell with Foot, New Three-quarter Half Shell, New Arm Drapes, Club Stab Fixture and Open Back Draping Form.

ECONOMIST TRAINING SCHOOL

NEW YORK



One of the many new finished form drapes originated and made without cutting the material by Mr. C. J. Nowak, Instructor at the Economist Training School.

Hand-Embroidered Robes—Dainty and Irish. Clever Irish fingers plied needles and thread to work out the pretty designs, and the Wanamaker representative selected the designs in which they were to be done. Batiste robes, with the very good-looking solid embroidery that Fashion favors this year, \$8, \$10 and \$12 each. Voile robes—sheer and filmy—with very charming embroidering, \$15.

Warm Bath Robes. Chilly rooms and draught-swept halls are robbed of their discomfort when one of these warm Bath Robes is worn. A host of pretty styles are here for women, misses and children, priced with moderation: *Women's Bath Robes*—Of blanket material and of eiderdown, trimmed with satin bands; turnover collar, long sleeves, rope girdle and pocket—\$3.00. Of blanket material, in figured effects, trimmed with a cord, or in check effect, trimmed with wide satin ribbon bands—\$5.00. Many others ranging from \$3.75 to \$11.00.

Buttons in High Favor. They appear everywhere as trimmings—on coats, wraps, street dresses and even on evening gowns. Buttons of all shapes, size and colors in our stock, scores of styles being our own importation or selected from foremost importers. To make room for new lots of buttons constantly arriving, these have been marked for quick clearance.

Corsets at Average Half Price. Fully two-thirds of the thousands of corsets procured for this January sale are fresh from the factories. The rest were taken from our stock, some having slight blemishes or showing the effect of handling. All, however, are stylish models, in the best-known makes on the market. Every woman with economy in mind should be interested—today.

Men's High-Grade Derbies—"Seconds" of \$3.50 and \$5.00 Kinds—\$1.90. These men's hats are from a maker who would not allow even a "second" to go out that would not do him credit. An expert could probably tell why these are "seconds," but the chances are you would never know after wearing one a whole season. They are all the new styles for the spring and summer of 1913—practically the same high grade hats you will pay \$3.50 to \$5.00 for later, now at \$1.90; only 500 of them and they'll all be gone by Saturday at closing time.

The Unusual Feature of This January Sale of Men's Clothing—Is that we have secured the season's over-production of the two most widely known clothing manufacturers, to be distributed to our customers at the same time, at less than the average cost of production. For example, some of the suits that were made to sell at \$30.00 wholesale, are marked at \$20.00 retail. And all of the suits in the group at \$12.50 are much below regular wholesale cost.

London's Latest Word on Gentlemen's Attire is spoken through the Wanamaker London Tailor Shop. Of special interest are the new styles of morning coats and waistcoats, and evening and dinner dress which we are tailoring to measure in fabrics and styles identical with those now being worn by London's men of fashion. A full selection of white silks and linens for evening waistcoats, also fancy silks for dinner suit waistcoats. Men going South should see the assortment of flannel and Norfolk jacket cloths now on display.

The Room Charm That Lies in Window Draping is no secret to anyone who has ever thought about house decorating even a little bit. And madras drapings are wonderfully effective. Scarce as can be, at present; and it is with pardonable pride that we offer our unusually large assortment. They come from Scotland, and they are marked at prices whose lowness shows the effect of the tariff revision. Madras curtaining in white or ecru, charmingly designed in large variety of patterns—some with attractive colored figures—30c to 90c a yard. Madras curtaining in effective dark color combinations—65c to \$1.15.

Gift Towels—Time to Start Fancy Work on Them. The holiday collection is the greatest we've had, and it needs to be. Guest towels are gift towels—nowadays the most favored of all linens for holiday giving. Women who want to do fancy work on these will need to begin. Fine plain huckaback towels with hemstitched ends, for fancy cross-stitch work—25c, 35c and 50c each. In huckaback and bird's-eye weaves, with hemstitched ends and medallion borders—at 25c, 30c, 35c and 50c.



Now Being Mailed

Fourth Edition of "How to Merchandise the New Way"—Revised and Enlarged

BROUGHT up-to-date by the inclusion of the most striking recent developments in "New Way" Merchandising.

New store plans and interior views, showing how leading merchants are using the "New Way" Methods and Equipment in solving the merchandising problems of the day.

Also the "New Way Publicity Service"—an advertising service for the merchant who wishes to capitalize his adoption of "New Way" methods.

Especially if you have not read the earlier editions of "How to Merchandise the New Way," send your name and address for a copy of this *Fourth Edition*—*FREE*, with our compliments. Address Dept. S.

GRAND RAPIDS SHOW CASE COMPANY

The Largest Show Case and Store Equipment Plant in the World
(Licensed under the Smith Patents)

Grand Rapids, Michigan

Show Rooms and Factories:

New York

Grand Rapids

Chicago

Portland

International Association

of

Window Trimmers

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A Few Words From The First V.P.

THE WHOLE SECRET of the elevation of the window dresser and his work lies in getting together and working for the common good of the cause. Everyone will admit that window dressing has improved and that the status of the decorator is higher today than it ever was before, but we must also admit that our progress has been slow compared with that of other classes of workers—the advertising men for instance. We are doing the right kind of work—we represent a gigantic factor in the commercial field, but who of us will say that window dressers as a class receive the appreciation they deserve? There is but one real reason for this—the *lack of co-operation*. Instead of pulling together and getting the advantages of good team work, we are most of us pulling in different directions, every man for himself. If we could all get together and boost our mutual interests we would quickly receive the recognition that is the just due of the men who annually sell many millions in merchandise through their work in the show window. This has been proved true in the Twin Cities and it will prove equally true wherever a local organization can be perfected upon a sound business basis.

One year ago, in Minneapolis and St. Paul, the window dressers were on practically the same basis they are on in any other large city. There are an unusually large number of trimmers in these two big cities and all of the leading men were doing excellent work—they had been doing excellent work for many years. The value of this work was recognized in a general way by employers, otherwise the salaries of the decorators would have suddenly stopped. But even many of the employers had but a faint appreciation of the great work the window dressers were doing or their immense importance in

the mercantile world. The merchants took good windows as a matter of course—and let it go at that. So far as the general public was concerned, the window trimmer was practically an unknown quantity. His work was the most prominent feature of the retail district, but the man who created the beautiful effects that were the admiration of everyone, was heard little of. He was seldom or never mentioned in the newspapers. In fact, he had never been advertised.

That was the situation when the Twin City Decorators Association was formed early last year. This organization took in all of the leading window men in the two cities, and from the time of its birth up to the present time the spirit of affiliation and co-operation has proved of incalculable benefit to the men who form this association. In short, the Twin City association has put the window trimmer on the map.

As soon as they had been organized the members of the association got busy. They held meetings—not social gatherings, but strictly business meetings with the view of bettering window display conditions in the two cities. They planned and discussed matters not only with the purpose of benefitting themselves as individuals but as a class. They also laid plans to make it possible for all of them to benefit their employers and improve business through a betterment in the displays.

When the merchants began to appreciate the real purpose of the association, they give it their heartiest approval and support. The window dressers received freely the real recognition they had been vainly struggling for as individuals for years. A little later there came an opportunity to demonstrate in a most practical way that this recognition was well deserved. This came about through the conspicuous success of "Fashion Week" which was originated and

Palmenberg
NEW YORK

Send for It

Our latest booklet is our best

Twenty good pages of new
ideas on drapery and display

Sent freely on request

J. R. PALMENBERG'S SONS

Established 1852

BOSTON
30 Kingston Street
110 Bedford Street

710 BROADWAY, NEW YORK
FACTORY: 89 and 91 W. 3d ST., NEW YORK

BALTIMORE
Nos. 10 and 12
Hopkins] Place

carried out largely by the association. This event was described at some length in the last issue of this journal and it is unnecessary to comment upon it further.

As First Vice President of the International Association of Window Trimmers, I want to urge upon every window dresser the great importance of local organization. It can be effected in any city where there are half a dozen men interested in window dressing, and it will prove the stepping stone to real recognition. We window dressers are doing a great work but in most cases our light is securely hid under the proverbial "bushel." Let us let our light shine—what we need is a little judicious advertising and we can secure this only by getting together—*let's get together in every locality.*

Arthur W. Lindblom,
First V. P., Minneapolis.

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HARRY H. SITNER, who for the past six years has been employed as window dresser for Michael Brothers of Athens, Ga., recently resigned that position to take charge of the windows of Albert Mendel & Co., in Hot Springs, Ark. Mr. Sitner has been a regular contributor to the columns of this journal for a number of years and his excellent work is well known to our readers.



How To Get Trade?

This is the all important question that is constantly uppermost in the mind of the aggressive retail merchant.

A book that is filling the popular demand among Up-to-Date Merchants and Advertising Men everywhere is

SALES PLANS

A collection three hundred thirty-three business-bringing Sales Plans and Practical Advertising Suggestions that have been used successfully by well-known stores. The book is divided into sixteen chapters, as follows:—Special Sales, Selling by Mail, Store Expositions, Getting Holiday Business, Christmas Schemes, Co-operative Advertising, Store Papers, Souvenirs and Premiums, Getting Trade Through Children, Money-making Ideas, Contests, Needle Work, Voting, Guessing Contests, Package Sales, Sensational Advertising.

Printed on best paper, size 6½x6 inches, fully illustrated with reproductions of Advertisements, Circulars, Posters, Letters, etc.

Shipped prepaid to any address on receipt of
\$2.50 for Cloth; \$3.00 for Full Morocco

The Merchants Record Co. Publishers
315 Dearborn St., Chicago

THE INSTRUCTION WORK OF DECEMBER, JANUARY AND FEBRUARY WILL BE SUPPLEMENTED BY NEW STEREOPTICON LECTURES

These valuable lectures are added to the Economist Training School educational work without additional charge to the student. They will surely assist to increase efficiency and earning power.

You ought to join the Economist Training School now.

Mr. E. Dudley Pearce, Display Manager for Sibley, Lindsay & Curr, Rochester, N. Y.

We have been fortunate in securing Mr. Pearce's stereopticon lecture of fifty instructive, interesting slides pertaining to actual window work as placed by Mr. Pearce for the Sibley, Lindsay & Curr Co.

Mr. Pearce is a recognized authority on window trimming and he is one of the best known display managers in America.

Mr. T. W. Gwyer, Advertising Manager for the May Drug Company, Pittsburgh, Pa.

We have arranged for another interesting lecture covering over fifty slides showing drug, stationery and small ware windows, as placed by Mr. T. W. Gwyer, advertising and display manager for the May Drug Company's chain of stores, Pittsburgh, Pa.

Mr. Gwyer has won numerous first prizes for his clever display work.

Mr. A. E. Hurst, Business Mgr. of the Economist Training School Has Prepared a New Lecture on Show Card Writing

This is the first time that retail show card writing has ever been demonstrated through stereopticon views. A number of interesting and instructive ideas are covered. Two other stereopticon lectures by Mr. Hurst are entitled "A Trip Across the Continent Viewing the Leading Windows" and "What the Manufacturer Is Doing to Assist the Merchant Through the Window."

This gives the Economist Training School a total of five stereopticon lectures, three absolutely new.

In order that you may become better acquainted with the Economist Training School's instructions—the lecturing force of twenty-five experts—the methods of personal instruction and the practical equipment in all of our branches

Advertising

Show Card Writing

Window Trimming

Salesmanship

We will mail you free our new fifty cent book entitled

TEN DISPLAY MANAGERS TELL



ECONOMIST TRAINING SCHOOL

231-243 W. 39th St., NEW YORK CITY

- | | |
|--|--|
| <input type="checkbox"/> ADVERTISING | <input type="checkbox"/> LIST OF 150 BUSINESS BOOKS. |
| <input type="checkbox"/> DISPLAY MANAGING | <input type="checkbox"/> SHOW CARD SUPPLIES |
| <input type="checkbox"/> WINDOW TRIMMING | <input type="checkbox"/> WINDOW DISPLAY SECTION OF THE DRY GOODS ECONOMIST |
| <input type="checkbox"/> RETAIL SALESMANSHIP. | <input type="checkbox"/> SUBJECT SHOW CARD ORNAMENTS |
| <input type="checkbox"/> SHOW CARD WRITING. | <input type="checkbox"/> SHOW CARD STENCILS |
| <input type="checkbox"/> FREE BOOK "TEN DISPLAY MANAGERS TELL HOW TO SELL IT." | <input type="checkbox"/> DEC. AND JAN. CLASS DATES |

Dallas Trimmers Organize

FIFTEEN Dallas window trimmers met Friday night, November 7th, at the Oriental Hotel and organized the first local association of retail display men ever organized in Texas. The following officers were elected to serve the permanent organization: L. A. Rogers, President; H. Horwitz, Vice-President; F. A. Smith, Secretary; D. Byrd Coleman, Treasurer.

The following committees were selected:

Membership—Earl T. Helms, chairman, and all the charter members as committeemen.

Program—L. R. Brown, chairman; Clyde Taylor and Oram McClanahan.

The object of the organization was stated by the president to be an association for mutual helpfulness and increased proficiency in the vocation of building trade-winning windows and better merchandise displays.

Such organizations have been formed very rapidly in the North and East in recent years and they have their National conventions that meet in August of each year. These conventions feature lectures and displays that constitute practically a liberal education in the art of merchandise displays. It is thought that the example of Dallas decorators will be followed very shortly by the organization of similar associations in every Texas city of any size. If this should be the result a state convention will probably be called to meet in Dallas in March, during the grand opera season, at which time the Dallas show windows will appear at their best.

At the meeting last night a chicken supper was served in one of the hotel's private dining rooms, Harry A. Beach acting as host and toastmaster.

The following have been enrolled as charter members: L. A. Rogers, D. Byrd Coleman, Clyde Taylor, Oram McClanahan, H. Horwitz, L. R. Brown, John Stiff, Joseph Weiss, A. H. Patterson, F. A. Smith, E. T. Nelms, W. H. Williams and Chas. W. Osborne.

Harry A. Beach of Lansing, Mich., and H. C. Lenington were elected associate members.

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Joliet Local Formed

THROUGH the efforts of Fred Pratt, window trimmer for Dinot, Nachbar & Co., about a dozen local window trimmers met at the Dinot offices last month and perfected a local organization of window trimmers. C. J. Potter, president of the International Association of Window Trimmers, of St. Louis, was the principal speaker of the evening, and gave an interesting address on organization and operation. Mr. Potter also gave valuable assistance in organizing the local.

I. L. Bradford, of Chicago, who enjoys the honor of being the eleventh member to join the old original



Color Bottle

Color Cup

One of the many popular models of PAASCHE'S "3 in 1" Air Brushes.

Your TRIMMERS, DECORATORS and CARD WRITERS need the best tools and equipments to make your advertising displays draw the big crowds. A PAASCHE AIR BRUSH OUTFIT is absolutely indispensable for making the most attractive display signs and price-tickets; for coloring artificial flowers and decorations, for bronzing, gilding, lacquering and finishing your old fixtures, making them look new, and for numerous other purposes.

WHAT THE USERS SAY

Air Brush to hand and am well pleased with it. Have turned out considerable work already, and it's a **blooming success.** J. C. DAILEY, Alexandria, La.

I have been using your brush for several months and find it to be **one of the best brushes on the market.** I can do more work and make faster time with it than I ever could before with other makes. Wishing you success, I am yours respectfully, MR. BEE B. WALLICK, with Wood Clifton Mercantile Co., Provo, Utah.

Some time ago I bought one of your air brushes and have used same with **much pleasure and profit** to both myself and the above firm. Yours very truly, A. F. BRIGANCE, with The Besserer-Marshall Amusement Company, Austin, Texas.

Make your Trimmer a Christmas Present of a PAASCHE OUTFIT. It will prove the best investment you ever made

NOW IS THE TIME TO ORDER a Paasche Air Brush Outfit for your Fall and Holiday Displays — It's a **most profitable investment.** Write now. Our Catalog will interest you.

Paasche Air Brush Co.

MANUFACTURERS

5 South Clinton Street,
CHICAGO, ILL.

Display Card made with the Paasche Air Brush, showing beautiful effects obtainable.



LAST CALL FOR XMAS TRIM

Our Price List of Most Popular Decorations

FOR WINDOWS AND INTERIORS

Published here in detail for the convenience of window trimmers. Order from it Now.

Holly Vine—Green

Poinsettia Vine

Poinsettia Spray

HOLLY VINE—Green

With Red Berries—A trimmer's old standby.			
655—12 leaves doz. yds.	\$0.60	gross yds.	\$6.00
657—18 " " " "	.90	" " " "	9.00

HOLLY VINE—White

With Red Berries—Beautiful green tinted and frosted leaves.			
654—18 leaves doz. yds.	\$1.20	gross	\$12.00
656—24 leaves doz. yds.	1.80	" " "	18.00

BEECH BRANCHES

Large decorative branches—Over 36 inches long—Preserved.			
	Per 10	Per 100	Per 1000
Green or Cherry Red,	\$1.20	\$8.50	\$80.00

BEECH GARLANDS

Natural Preserved—In one yard strips ready to join.			
Red Brown per yard.	\$0.40	per 100	\$35.00
Green " " "	.45	" " "	40.00

Write for Spring Catalogue for White Goods Sale

L. BAUMANN & CO. 357-359 West Chicago Avenue
CHICAGO, ILLINOIS

Leading Manufacturers and Importers

SEND FOR OUR ILLUSTRATED CATALOGUE—M





OFFICERS OF THE JOLIET ASSOCIATION OF WINDOW TRIMMERS.

Upper Row—I. L. Bradford, J. A. Mitchell, A. T. McKay, L. G. Pasold, C. J. Potter. Lower Row—Edw. Mackinnon, Fred S. Pratt, F. G. Jungles

national association, organized in 1898, gave an interesting talk upon the experiences and struggles of the association from its start to the present time.

The name which has been adopted by the local members is the Joliet Window Trimmers' Association, and officers elected are as follows: President, Fred J. Pratt; Vice-President, Frank Jungel; Secretary-Treasurer, J. A. Mitchell; Trustees, A. T. McKay, Edw. McKinnon and L. G. Pasold.

It was decided to hold the charter open until the next meeting, which was held on Monday evening, Nov. 24, and an urgent invitation was extended to every window trimmer in Joliet to become a mem-

ber. The principal object of the newly formed association will be that of boosting Joliet and increasing the importance of this city as a shopping center.

Cut Your Light Bill

During the next few weeks every merchant will have his windows brilliantly lighted, even if it is not his custom to do so at other seasons. And the merchant whose windows are lighted at night necessarily will require a practical time switch to turn off the lamps when shoppers have left the streets. The time switch is a mighty convenient and efficient little instrument. It saves current and operates the lights automatically with the greatest accuracy and precision. An excellent example of the high-class time switch is that made by the National Time Switch Co., South Bend, Ind. It is a



BICYCLE Rolling Ladders

are made in many styles and
to fit all kinds of shelving
Send for catalog giving
full description and prices

THE BICYCLE STEP LADDER CO.

61 W. Randolph Street, CHICAGO, ILL.



well-made instrument that works perfectly and will last for many years. The fact that the makers of the National Time Switch are willing to ship their instrument on approval to any merchant is a testimonial to the satisfaction it invariably gives. The window lights in the accompanying picture are controlled by a National.

The World Puts An "E" On SHAM at Christmastide and Cries S H A M E!

The whole buying-world is in accord that it is a Shame to Sham, especially at holiday periods.

It no more expects to see artificial decorations in your show-windows than it expects to have you drape a cotton "fascinator" round the head of some beautifully silk-clad "figure."

It no more expects "embalmed" Evergreens and plants than it expects you to show celluloid collars on linen shirts.

The World's confidence can only be held by your best thought and attention to important details of correct marketing.

MY SOUTHERN EVERGREENS FOR DECORATIVE PURPOSES

insure that attention to and approval of window displays, which means the buyers' early contact with your Clerks.

My Evergreens are as genuine as nature herself; in reality but respected distant kinsmen of the shopping public.

HOLLY

5 lb. box.....	\$1.25	40 lb. box.....	\$6.00
15 lb. box.....	\$3.75	60 lb. box.....	\$9.00
25 lb. box.....	\$6.25		

LONG NEEDLE PINES

	Each	Dozen	Hundred
2 feet high.....	\$0.10	\$1.00	\$6.00
3 feet high.....	.125	1.25	8.00
4 feet high.....	.15	1.50	11.00
Assorted sizes, 2 to 4 feet.....	1.25		5.00

Extra large sizes, 5 to 6 feet, \$0.50 each.

SOUTHERN WILD SMILAX

Case No. 1.....	\$1.00	Case No. 4.....	\$3.50
Case No. 2.....	2.00	Case No. 5.....	4.00
Case No. 3.....	3.00	Case No. 6.....	4.50
Perpetuated Green Sheet Moss.....			\$5.00 per bag

CALDWELL

THE WOODSMAN

Evergreen Alabama

HESS LITHOGRAPHED HOLLY CARDS

CONCEDED by cardwriters, advertising men and merchants to be the handsomest card ever offered. Done in three colors and gold. 25 to 50 per cent more space for lettering than any other card. Sample sheet for 4c stamps.

Die Cut Holly Ornaments—beauties every one of them, for showcard and box top decoration. Sample assortment 25c. None free.

Prices of Cards

11 x14 -inch, per 100.....	\$3.50; less than 100.....	\$0.04
7 x11 -inch, per 100.....	2.25; less than 100.....	.03
5½x7 -inch, per 100.....	1.10; less than 100.....	.02
3 x 5½-inch, per 100.....	.80; less than 100.....	.01
2½x4 -inch, per 100.....	.60; less than 100.....	.80

By Express or Parcel Post not prepaid

Prices of Ornaments

Large sprays with bells, per 100.....	\$2.50	Per dozen.....	35¢
Medium sprays with bells, per 100.....	1.50	" "	25¢
Merry Christmas sprays, per 100.....	1.50	" "	25¢
Tail pieces or round seals, per 100.....	1.50	" "	25¢
Large Sprays with scenes, per 100.....	2.50	" "	35¢

By Parcel Post, Prepaid

Write now for reservations, exclusive contracts and estimates on quantities. Air Brushed Panels done by Butcher 11x17 landscape and upright and 11x22 in. upright, per dozen \$3.00 worth \$4.00. Express not prepaid. Read my other ad in this issue.

Hess Portfolio of Alphabets

Just out. Featuring principally pen lettering and colors and inks for pens. Four dandy German brush alphabets. 22 lithographed pages 11x14 inches, including 100 blank initial panels for use on your cards—A three dollar value, \$1.00 express prepaid. Sample sheet showing alphabets gratis.

24 Assorted Soennecken Pens and 4 Retainers.....	\$0.35	Music Pens, dozen.....	\$0.40
Ink Retainers for Soennecken Pens 8 for.....	.25	Ball Point Pens ".....	.25
100 "Woman with Rose" blank panels.....	.35	Camel Back Pens ".....	.25
Metallics, any color, pound.....	1.50	Real Diamond Dust, pound.....	.90

All above Prepaid

I first introduced the copper ferrule brush to you in 1910 in this paper. Have you ever used one of mine? I've got a better brush than any dealer has who advertises in this paper. Prove it. Send me 25c, 35c, 45c, 55c or 80c for the best brush you ever had in your fingers.

G. Wallace Hess

1405 Olive Avenue
Edgewater Station

Chicago

Hess' Portfolio of alphabets contains 22 pen alphabets and four brush alphabets and is the best value ever offered. The descriptive matter tells something. Sent on a charge account to any trimmer or cardwriter, writing on his firm's stationery if he so requests. 150 useful panels are included too.

Geo. J. Singer, Mandan, S. D. says: "Enclosed find dollar to pay for the pen alphabets received today. I certainly received my money's worth and then some. The pen alphabets have filled a long felt want. The panels are very novel and are worth more than a dollar themselves. Thank you for sending books before sending remittance."

KADY SUSPENDERS

are built to give comfort. They adjust themselves automatically to every position of the body. They cannot bind or strain.

The Double Crown Roller

shifts the soft, smooth webbing with every movement, relieving the wearer of the slightest pressure or constraint.

Kady Suspenders are the choice of men who recognize the value of clothing comfort. Their popularity is increasing rapidly.

They are known everywhere to discriminating men who buy because of quality.

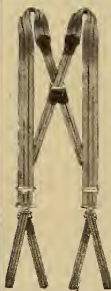
Retail at 50c. and 75c.

Prices to dealers: \$4.00 and \$4.25 a dozen.

Attractive store cards and selling helps furnished free to the trade.

Makers of all kinds of Suspenders, Belts and Garters.

THE OHIO SUSPENDER CO.
Mansfield, Ohio, U. S. A.



Make Your Show Windows Radiate the Christmas Spirit

We can supply you with exactly what you need to give to your windows the True Christmas Feeling.

One of our specialties is a remarkably fine line of beautiful paintings in oil showing winter landscapes and other subjects appropriate to the season.

These paintings can be furnished in any size or shape and you will be surprised to find how reasonably they are in price considering their beauty.

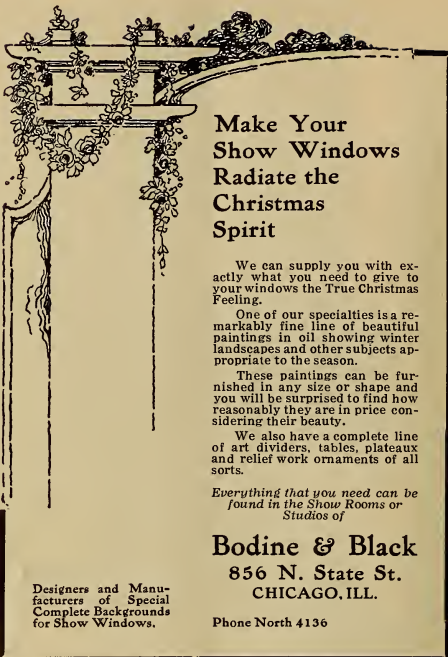
We also have a complete line of art dividers, tables, plateaux and relief work ornaments of all sorts.

Everything that you need can be found in the Show Rooms or Studios of

Bodine & Black
856 N. State St.
CHICAGO, ILL.

Phone North 4136

Designers and Manufacturers of Special Complete Backgrounds for Show Windows.



Get Ready for 1914

Start the New Year right by decorating for your January sales with Botanical Flowers. Your white sale windows will sell more goods if they are decorated with our flowers.

We have a beautiful line of inexpensive flowers for white sales and other January events. If you have not been using flowers for these occasions, try doing so next month and notice how much the blossoms will add to the attractiveness of your merchandise.

Most big stores will hold a "Palm Beach" exposition early in January for showing gowns and all kinds of Summer dress requisites for Southern Tourists.

If you are going to hold such an event in your store you will need Botanical Flowers for your windows and interior. We have just what you want for this purpose.

*Send for our large colored catalogue
Every decorator should have a copy*

The Botanical Decorating Co.
504 S. Fifth Avenue
CHICAGO



Make 1914 Your Banner Year

And the very best way to start the New Year *right* is to resolve *right now* to be equipped as well as possible.

"PERFECT STROKE" Brushes and Supplies meet every need with 100% efficiency and effectiveness. Every stroke with this brush is a master stroke—every sweep is a clean sweep—and every brush is guaranteed to satisfy or your money back.

Write for FREE Illustrated Catalog

Bert L. Daily

Dept. E. 12

Dayton, O.

Clean and Retouch Your Own Wax Figures

Complete Oil Finish Outfit Including Formula of All Materials Used.

The only practical outfit on the market producing the same High Class Oil Finish as executed at the factory.

We Guarantee Satisfactory Results.

Outfits are now being successfully used by the largest stores everywhere.

Real Oil Finish Outfit No. 5 includes enough materials, ready prepared, to clean and retouch 100 Wax Figures. A complete equipment of necessary tools required for the work, including instrument for retouching eyelashes and eyebrows. Book of instructions carefully explaining how to clean and retouch Wax Figures (Real Oil Finish). Full instructions are also included on the repair of broken or damaged wax heads, arms, hands, etc., and retouching eyelashes and eyebrows. With the above outfit we also include a complete formula of all materials, with full directions how to prepare them for use. All materials can be purchased in your own city, and are very inexpensive.

Any decorator, cardwriter or intelligent person can acquire this art very rapidly. A trial will convince you that this is an absolute fact.

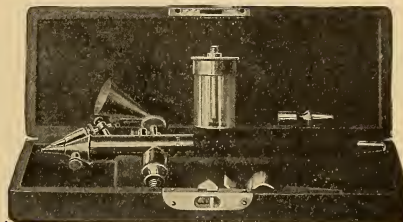
INVENTED AND SOLD EXCLUSIVELY BY

The Harrisburg Wax Figure Renovating Co.
335 Crescent Street Harrisburg, Pa., U. S. A.

SEND FOR CATALOG



Oil Finish outfit No. 5. Ready for immediate use, including book of instructions, formula, tools, etc. Price..... \$5.00



GET AN AIR BRUSH

while you are about it, that will do your all-around work to perfection.

MR. O. C. WOLD,
Chicago, Ill.
Dear Sir—

Aug. 13. 1913.

I notice that the other Air Brush concerns are advertising testimonials and it gets on my nerves, as having used three other makes and two Wold's, I am in a position to state that yours is the best Air Brush in the WORLD.

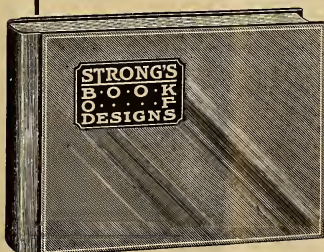
Hoping to hear from you soon, I am as ever
Yours truly

W. G. SCHROTH,
Galveston, Tex.

GET A CATALOG OF DIFFERENT MODELS

THE WOLD AIR BRUSH ART SHOP

716 W. Madison Street
CHICAGO



Handsomely bound Leatherette Cover.
Size of cover 8 1/2 x 10 1/2, lettered in gold.

STRONG'S BOOK OF DESIGNS

A Masterpiece of Ornamental Art,
Contains Over 300 Designs,
200 IN COLORS

PARTIAL LIST OF CONTENTS

50 tinted air brush designs worth price of book alone:—Poster, Book Cover, Ribbons, Pen and Ink and Theatrical Designs, Flower and Ornamental Designs representing Mr. Chas. J. Strong's best efforts, Ideas for Show Cards, New and Original Alphabets, Sign Ends and Hanging Signs, Letterheads, Business Cards, Scrolls and Panels, over 300 designs in all, 200 of which are printed in colors, cuts used in book cost over \$1,000. They are printed on finest enamel paper.

The price of Strong's Book of Designs is only \$3.50 Shipped Postpaid on Receipt of Price.

THE MERCHANT'S RECORD COMPANY, 315 Dearborn St., CHICAGO, ILL.



Annual Prize Contest 1913

Closes December 1, 1914

THIRTEEN VALUABLE PRIZES

*One Large Silver Loving Cup, Handsomely Engraved.
Four Solid Gold Medals. Four Sterling Silver Medals.
Four Bronze Medals.*

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window trimming world. They are competed in by representative window dressers not only of America but many other countries: To wear one of the medals given by the Merchants Record and Show Window is a distinction of which any window trimmer may feel justly proud. It stands for the highest honor a window dresser can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

Our medals are as handsome as can be designed by the most competent sculptors and are invariably exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every window dresser who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better trimmer generally.

Because one is employed by a smaller store is no reason for not entering our Annual Contest. In years past many prizes have been won by trimmers in comparatively small towns. It is the work that is judged, not the name of the trimmer, nor the size of the store. Read the conditions below and send in your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS A—DRY GOODS. This class includes all lines of merchandise that are usually carried by a dry goods store.

First Prize—Engraved Gold Medal.
Second Prize—Engraved Silver Medal.
Third Prize—Engraved Bronze Medal.

CLASS B—CLOTHING. This class includes men's and boys' wearing apparel of all kinds, haberdashery, hats and furnishings, such as are usually carried by a clothing or men's furnishings store. The prizes are identical with those in class A.

CLASS C—MISCELLANEOUS. This class embraces all lines of merchandise except those named in Classes A, B and C. It takes in Hardware, Shoes, Groceries, Musical Instruments, Furniture, Books, Toys, Exterior and Interior Displays, Etc., Etc. Prizes identical with those in class A.

CLASS D—DRAWING. Prizes in this class will be awarded for the most artistic arrangement of any kind of fabrics over display fixtures or forms. Prizes same as in class A.

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the year. The prize in this class is a handsome loving cup, especially designed and engraved for this purpose.

Terms of the Contest Read Carefully

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the Annual Contest will be entered in the Monthly Contest for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the Merchants Record Company.

All photographs submitted in this competition must be fully described and must be sent us before July 31, 1913.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the Annual Contest must be marked upon the back of each photograph as follows: "For Annual Contest," with name and address of trimmer.

Points To Be Considered in Making Awards

Attractiveness—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

Sales—Under this head shall be considered the effect of the display in making sales.

Originality—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "Merchants Record and Show Window" and two window trimmers of acknowledged authority.

The Merchants Record Company

431 So. Dearborn Street

CHICAGO, U. S. A.

Patent
Applied
For



Are You Using the Nuway Indispensable Wood Fixture?

The best and easiest to drape fixture on the market.

The *Indispensable* is one hundred stands in one.

All tops are changeable, and no tool necessary.

This stand has been my right bower for years, especially for all rapid work.

Finished in mahogany, mission or golden oak.

Write for descriptive folder for prices of the Indispensable and its various fittings.

DAVID B. CHAMBERS, 1533 West 24th Street, DES MOINES, IOWA

THE cheap lantern slide is a constant expense, a constant annoyance, shows poor workmanship and gives poor results.

De Commerce Lantern Slides are heat resisting—heat will not break them—show good workmanship—give good results.

Get the best at the ordinary price. Special advertising slide 75c. Money back if not satisfied.

Write for Catalogue

DeCommerce Lantern Slide Co.

46 E. 14th Street; 47 E. 13th Street

New York



There Is a Difference

between poorly constructed, cheaply finished fixtures and those that are made right from beginning to end. Why not use

Barlow Display Fittings

the guaranteed kind—which give satisfaction as long as they last.

Catalog and Prices on request

The Barlow Company

No. 79-B Race Street

Holyoke - - Mass.

The Advertising World Monthly Magazine

**The Magazine that Helps;
The Retail Merchant's Standby;
It is missed when time expires.**

Contains more Helps, Hints, Suggestions, Specimen ads and explanatory contributions than any other publication. Intended for all retail merchants, window decorators, and those in any way interested in preparing advertising matter.

60 cents pays for one year's subscription including our revised booklet of 3671 Advertising Catch Phrases. Money back if not satisfied. Sample of magazine for stamp.

THE ADVERTISING WORLD

COLUMBUS, OHIO



Artificial Flowers and Decorations

OUR SPECIALTIES

Poinsettias from \$9.00 a gross up; Holly Vines from \$6.00 a gross up; Electric Light Shades from \$9.00 a gross up. Fireproofed if desired.

NO CATALOGUE
SAMPLES ON REQUEST

M. SYLVESTER

150 Bleeker St., New York

IMITATION

GRASS RUGS

ALL SIZES

Woven for window and interior decorations

American Rug & Radical Carpet Cleaning Co.

119-123 East 131st Street
NEW YORK

ADJUSTABLE WINDOW REFLECTOR FOR SHOW WINDOWS

Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



Publications of THE MERCHANTS RECORD COMPANY

431 So. Dearborn Street, Chicago, Ill.

"Merchants Record and Show Window"—Illustrated.

Published monthly. Subscription \$2.00 a year for the United States and possessions, also Canada, Cuba and Mexico. To other countries, \$3.00 a year. Only publication of the kind in the world. Fifteenth year. Over 18,000 readers monthly.

"The Art of Decorating Show Windows and Interiors"

Fourth Edition, Completely Revised.

The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of \$3.50.

money-making window displays. Bound in Cloth, 256 pages (8x11). Sent prepaid to any address upon receipt of \$2.50.

"Sales Plans"

A collection of three hundred and forty-two successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address upon receipt of \$2.50.

"Window Card Writers' Charts"

A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of \$1.50.

"Hardware Window Dressing"

300 Illustrations and Diagrams.

The only book ever published on window dressing for the Hardware Store. There are complete descriptions with diagrams showing every phase of the work. The displays illustrated are adapted to all kinds of stores and all kinds of windows from the largest to the smallest. Anyone who will follow the directions can put in

Special Combination Offers

"Art of Decorating," prepaid, and Merchants Record and Show Window, one Year	\$5.00
"Hardware Window Dressing," prepaid, and Merchants Record and Show Window, one year	4.00
"Sales Plans," prepaid and Merchants Record and Show Window, one year	4.00
"Window Card Writers' Charts," prepaid, and Merchants Record and Show Window, one year	3.00

Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. Only one book at reduced price with each yearly subscription. NOTE—Add \$1.00 to "Special Combination" prices where \$3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

FREE—TO NEW SUBSCRIBERS

(Not for Sale)

We have prepared with great care and at considerable expense three portfolios, which we are sending postpaid to anyone sending us new paid in advance yearly subscriptions. The titles of these books are as follows:

"100 Good Displays of Women's Ready-to-Wear"—Comprises only the very best examples of the window trimmers' art in this line.

"100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.

"Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.

"100 Holiday Displays"—Best windows and interior displays decorated for Christmas.

Above named portfolios are printed upon high-grade half-tone paper and are of uniform size—9x12 inches. We offer the choice of any of the above named publications with one new yearly subscription or renewal to MERCHANTS RECORD AND SHOW WINDOW, the only stipulation being that the portfolio desired must be requested with order accompanied by remittance of \$2.00.



This Book Will Help Trim Your Show Windows

“SHOW WINDOW BACKGROUNDS”

By GEO. J. COWAN

This is a most useful window trimming book and sells at only \$1.50, a price that makes it possible for every window trimmer and merchant to possess a copy. Every background design is drawn in such a way that anyone can follow out the idea, the same as a carpenter does his work from the blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

- | | | |
|--------------------------------|---------------------------|------------------------------|
| 8 New Year's Windows. | 5 Fourth of July Windows. | Period Decorations in back- |
| White Goods Windows. | 7 Summer Windows. | grounds, showing examples of |
| 1 Lincoln's Birthday Window. | 2 Horse Show Windows. | Greek, Roman, Gothic, |
| 4 St. Valentine's Day Windows. | 6 Fall Opening Windows. | German, Japanese, Egyp- |
| Washington's Birthday Win- | Carnival Windows. | tian, Moorish, Italian, |
| dows. | Halloween Windows. | French, Empire, Colonial, |
| 8 St. Patrick's Day Windows | 5 Thanksgiving Windows. | Mission, etc. |
| Spring Opening Windows. | 4 Christmas Windows. | 10 Sale Windows. |
| Easter Windows. | | Bas Relief Backgrounds. |
| 6 Decoration Day Windows. | | Stencil Backgrounds. |

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in color.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7x10 inches in size, strongly bound in deluxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of \$1.50.

Merchants Record Co., 431 So. Dearborn Street
Chicago, Illinois

Increase Your Salary

\$10.00 TO \$25.00 A WEEK

by learning to write Cards, Signs and Price Tickets. It isn't real work to do this "when you know how," and the art of lettering is easy to learn with a set of

The Card Writer's Charts

which consist of seventeen heavy cards 8½x11 inches, beautifully printed in six colors, inclosed with sixteen sheets of ruled practice paper in a strong covered box.

Price :: \$1.50 Postpaid

This valuable work has been the means of raising the salaries of hundreds of trimmers and clerks whose employers have been pleased with their enterprise and added value to the business.

Send order and remittance to

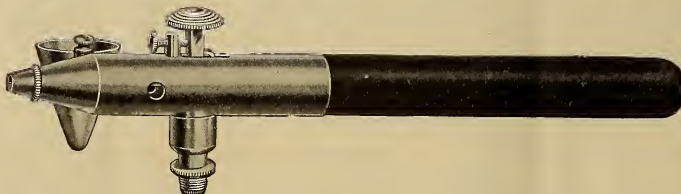
The Merchants Record Co.
315 DEARBORN STREET :: CHICAGO

Toying with Millions **in Business**

In this country there are three corporations that are regarded as the three richest and most powerful trusts in existence. One of these three corporations recently made three experiments in advertising on a gigantic scale. The risks were enormous. It was virtually toying with millions. The results of these three experiments startled the corporation—and that corporation's entire selling policy has been shaped on the results. These experiments and the results—with all the names, facts and figures—are described in detail in the new book, "The Premium System of Forcing Sales: Its Principles, Laws and Uses," by Henry S. Bunting, the advertising editor and author, who spent six years investigating his subject. There are thirty-five chapters in which every phase of the premium-giving method of getting trade is considered. This book is free with one year's subscription to the Novelty News, the great magazine of general business devoted to the advancement of advertising and selling methods. The subscription is two dollars. The book is free. The address is 222 South Market Street, Chicago.

Let This Wonderful Tool Work at Xmas

A Most Acceptable Gift for Any Window Trimmer



The Improved Fountain Air Brush

is the highest type of spraying tool made. **The original pencil-shaped air brush.** It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Made to give lasting satisfaction. Over 20,000 now in use.

The Model "A" illustrated above is the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E." No complicated parts to get out of order.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street Chicago

Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal.*

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1913 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK.



A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces. In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading window trimmers throughout the country.

AMERICAN LITHOGRAPHIC CO.
19th St. & 4th Ave. NEW YORK

Perfect Air Brush Inks

Snowberry Air Brush Inks are the result of years of careful experimenting. **THEY ARE ABSOLUTELY PERFECT.** Dry Instantly. Thoroughly waterproof. Bright and brilliant in tone.

Sample Order, c. o. d., 7 pints, different colors. \$4.00

Sample Order, c. o. d., 7 half-pints, different colors 2.25

ROBERT HOSKIN Manufacturer
625 Greenwich St. NEW YORK

Wants, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

POSITION WANTED

POSITION WANTED—Expert window decorator and show card writer open for position. High grade men's clothing and furnishings. Address Box 222, Merchants Record and Show Window.

POSITION WANTED—Window trimmer, card writer and advertiser open for change Jan. 1st. Age 28. Strictly sober. Prefer city up to 75,000 inhabitants. Address YY, care Merchants Record and Show Window.

POSITION WANTED—An expert window trimmer and card writer who has during 16 years been in the employ of three firms, is open for a position on or before Feb. 1st. Address Box 223, care Merchants Record and Show Window.

POSITION WANTED—Experienced clothing and furnishing goods, window trimmer and card-writer desires change in January. Four years with present employer. Possess air-brush. Reference and samples sent on request. Address Box 224, care Merchants Record and Show Window.

POSITION WANTED—Experienced window trimmer, card writer, A1 stock keeper and salesman in dry goods and rugs, desires position in Iowa or southern Minnesota preferred, town not over 5,000 inhabitants, 5 years with last firm. A1 references. Address W. F. Ripberger, Worthington, Minnesota.

POSITION WANTED—Window trimmer and card writer of proven ability and experience desires to connect with first-class dry goods or department store in city of 20,000 or over; 15 years' practical experience with large concerns. Position must be permanent at good starting salary. Highest class reference. Address Box 175, Marshalltown, Iowa.

FOR SALE, ETC.

FOR SALE—Xmas Southern Wild Smilax, 50-pound cases, at \$2.50 a case. Holly at \$3.50 a case. Price for business: prompt delivery. A. Israel, Sales Agent, 409 Union Ave., Cincinnati, Ohio.

FOR SALE—A snap, \$68.50 Paasche Air-Compressor and \$28.50 Paasche Model A Air Brush. As good as new. Will sell for \$75.00 if taken at once. Address Ralph Marsh, care Waterman, Ehrhard Co., Menomonic, Wis.

Turner's Natural Cotton Bolls with long stems for decorations and souvenirs are as fine as they grow, and are great sales attractions. Prices reduced to \$10.00 per 1,000 on about 20,000 surplus. Order quick. Samples, 2 for 10c; 6 for 20c; 12 for 40c; postpaid. Booklet free. James H. Turner, The Cotton Boll Man, Dept. 6, Carrollton, Georgia.

GINGER UP your show windows with cards that command attention. Your window space is too valuable for other kind. Send for circular of our illustrated feature cards. They compel attention. F. H. Fisher, 431 S. Hill St., Los Angeles, Cal.

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Books You Ought to Own

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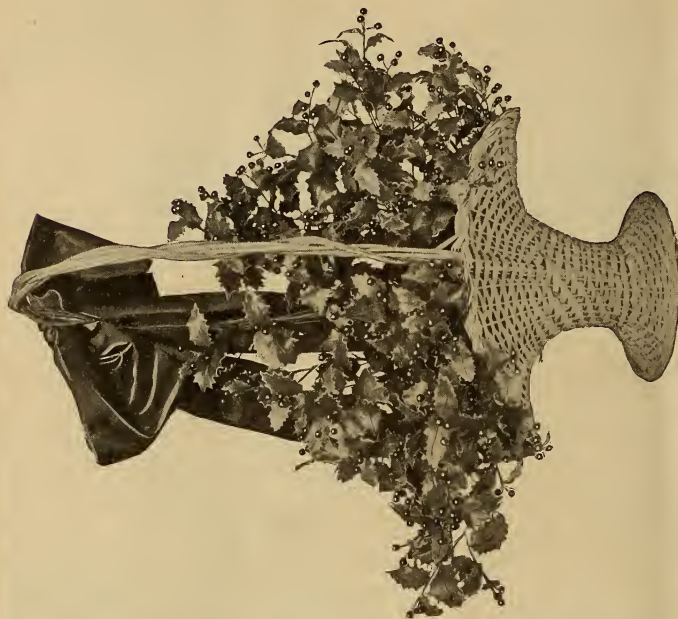


No. 4739A. PINE BOUQUET

Natural prepared Pine Bouquet, 36x24 inches, each

No. 4739G. Same bouquet in gold, each

\$0.75
2.50



Poinsettias in Paper, Velvet and Plush, Holly Vines, Wreaths and Garlands, Natural Prepared Fireproof Xmas Trees, and all the Latest Designs for Window and Interior Decorating illustrated in

Our 32-page Catalogue No. 45, sent free for the asking.

FRANK NETSCHERT CO.

Old No. 39 } Barclay Street,
New No. 61 }

NEW YORK



No. 4068 AUSTRAL FERN BOUQUET

Forty-eight inches high, of natural prepared fireproof Austral Ferns, in red or green, each	\$3.60
Willow Vase, 30 inches high, each	3.50
Austral Ferns in red or green, per 100	6.00
Austral Ferns, in gold, per 100	20.00

It takes only 60 Austral Ferns to make up above illustrated bouquet. Buy same by the hundred and twist with wire on natural twigs.

No. 4262A. Natural prepared holly branches	Natural Prepared Beech branches, 3 feet long,
18 inches long, each	with green or red foliage, per 100
25 inches long, each	Per 1000
\$0.20	\$6.00
.25	45.00

*Write for our 32 page catalogue, No. 45,
illustrated in colors, free for the asking*

FRANK NETSCHERT CO., } Old No. 39
New No. 61 **Barclay St., New York**

Number changed on account of Woolworth Building



SHOW WINDOW VALANCES

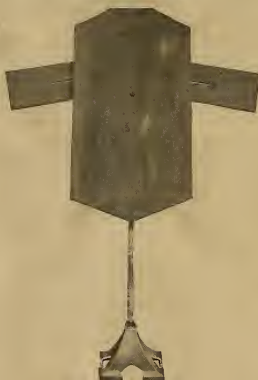
lend a distinction to store fronts and to the merchandise displayed therein that you can ill afford to ignore. We are equipped to furnish *promptly* a great variety of imported stock patterns, specially made puffed valances, shades or embroidered and applied flat designs.

Mail us dimensions of your front and we will send our portfolio of designs, and if you so desire, a sketch designed to meet your individual requirements.



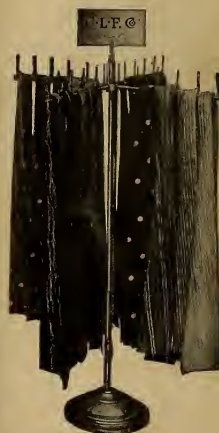
No. 905

Vest and Shirt forms made in size 36 only. The perfectly proportioned bust is covered with black jersey, fitted with metal neck cap and mounted on extensible standard and heavy base.



No. 1315

Shirt display stand. Pine top with adjustable sleeve pieces tilts and swings to any position. Mounted on $\frac{3}{4} \times \frac{1}{4}$ inch extensible standard and 5 inch Eiffel base. The best shirt stand made.



No. 1640

Counter tie stand, 30 inches high. Revolving top holds 20 dozen ties. Has card holder and is mounted on $\frac{7}{8}$ inch heavy base with felt protected bottom. Furnished in any finish.

Curtis Says

"The 150 X-Ray Visor Reflectors recently installed in the show windows of Carson, Pirie, Scott and Co. make theirs the brightest and best lighted windows on State Street."

A few more Chicago users of our X-Ray Window Searchlights follow:—Chas. A. Stevens & Bro., The Hub, M. L. Rothchild, The Hilton Co., The Fair, Holden Shoe Co., Wells Clothes Shop, A. Starr Best & Co., C. D. Peacock, etc., etc. X-Ray Window Searchlights are made in four distinct shapes designed to illuminate windows of different proportions. One of these four types is the *best* reflector on earth for your windows.

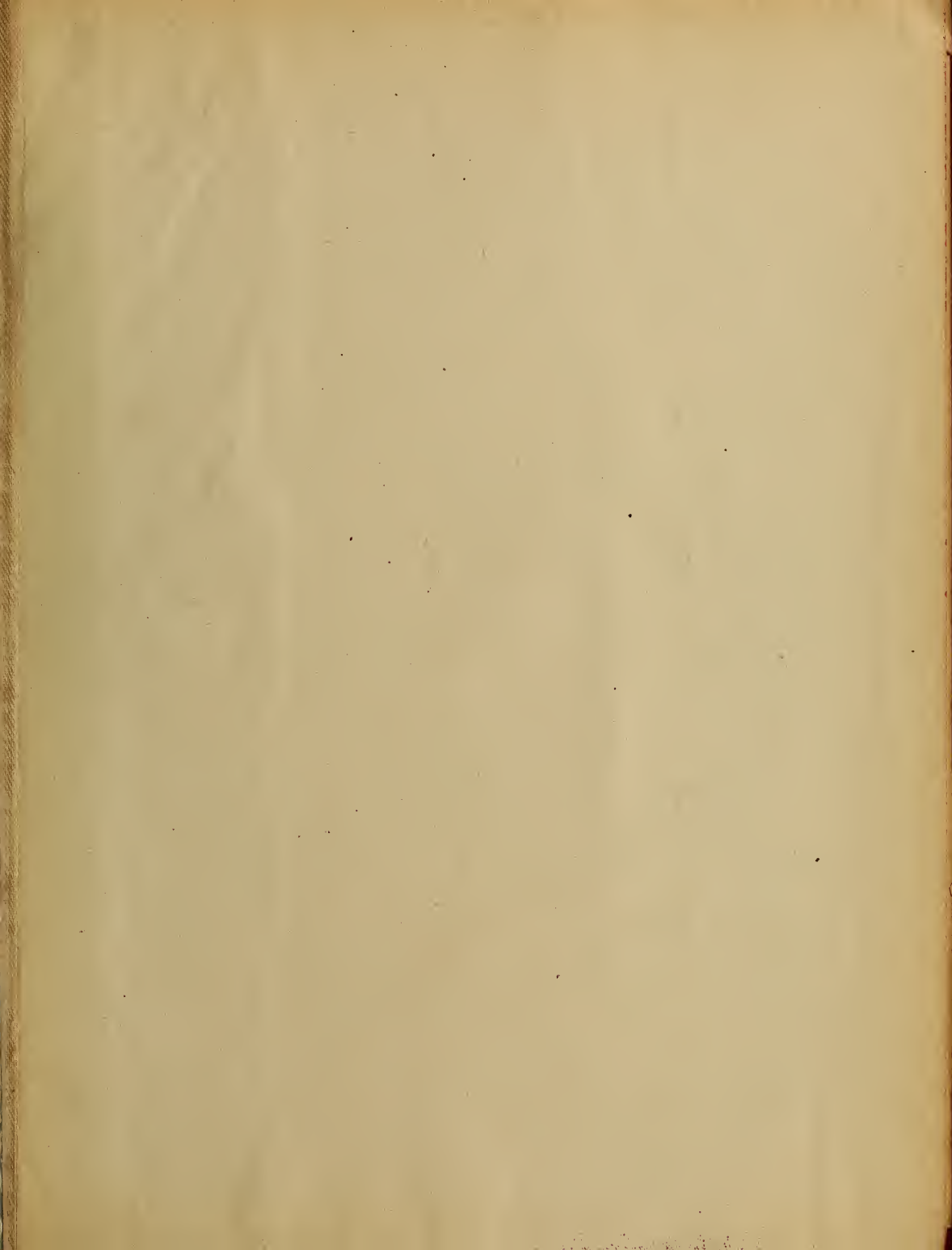
Send Now for Booklet on Show Window Lighting

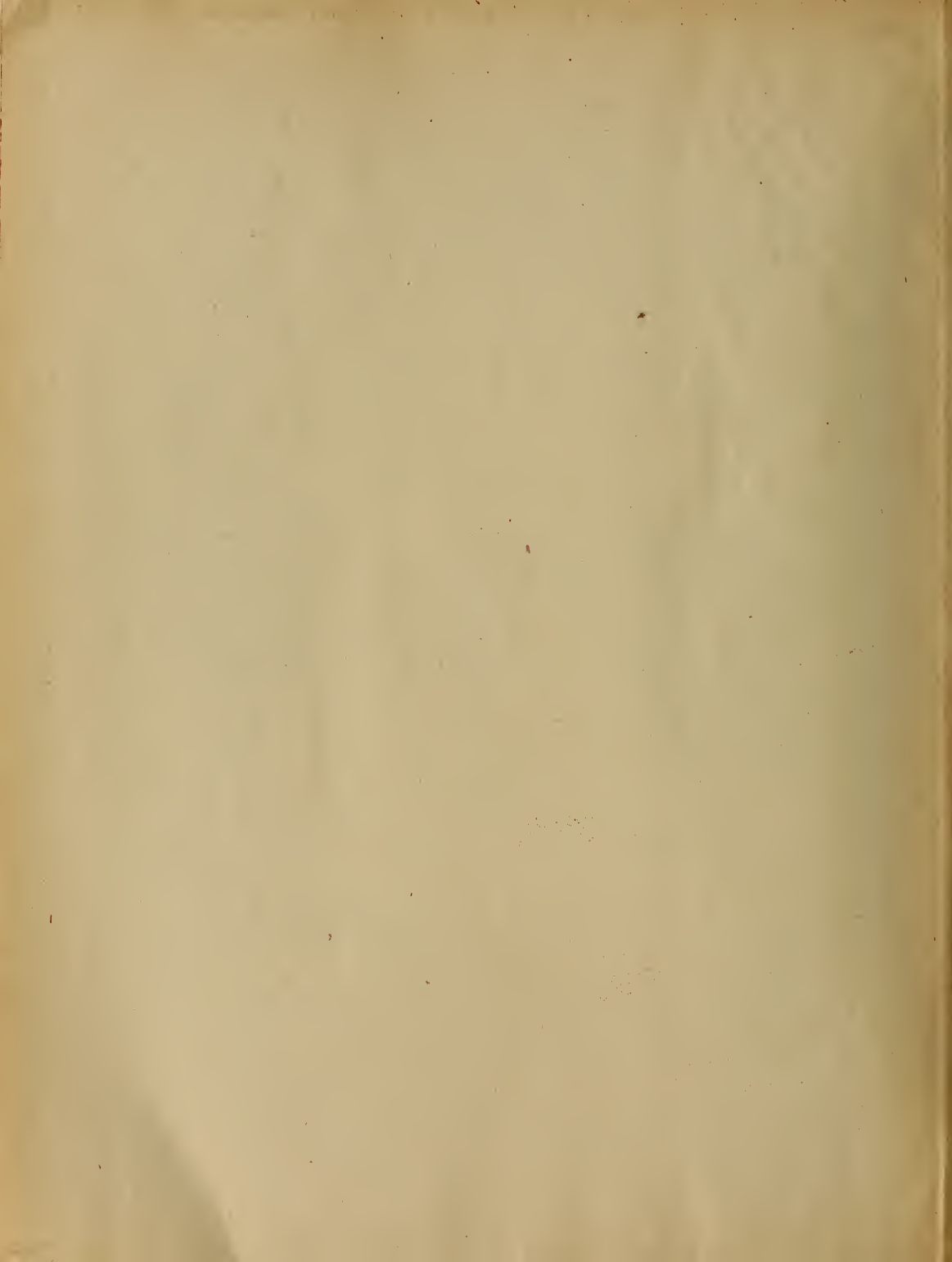


THE VISOR

CURTIS-LEGER FIXTURE CO.

237 Jackson Blvd. CHICAGO





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